

FIG. 1

FIG. 2

2/60

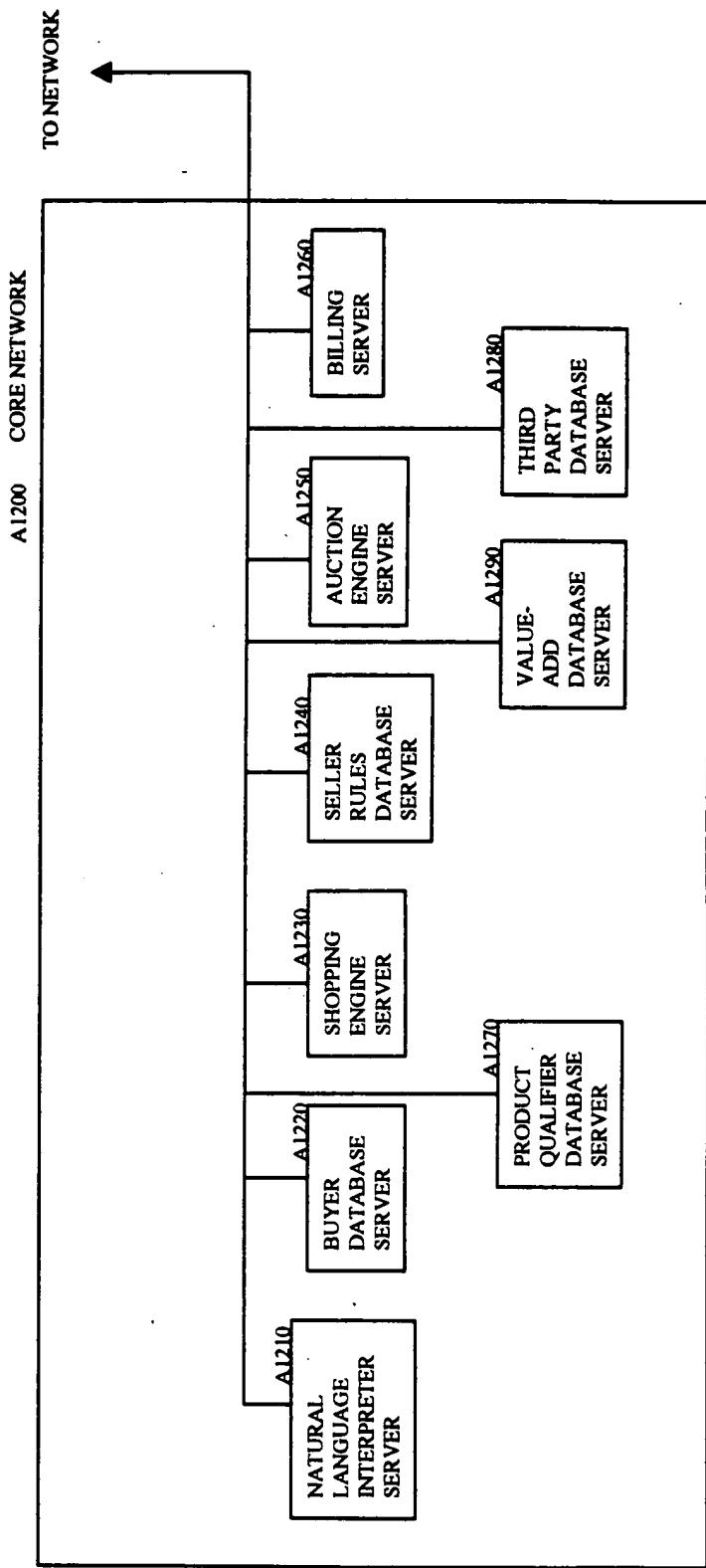


FIG. 3

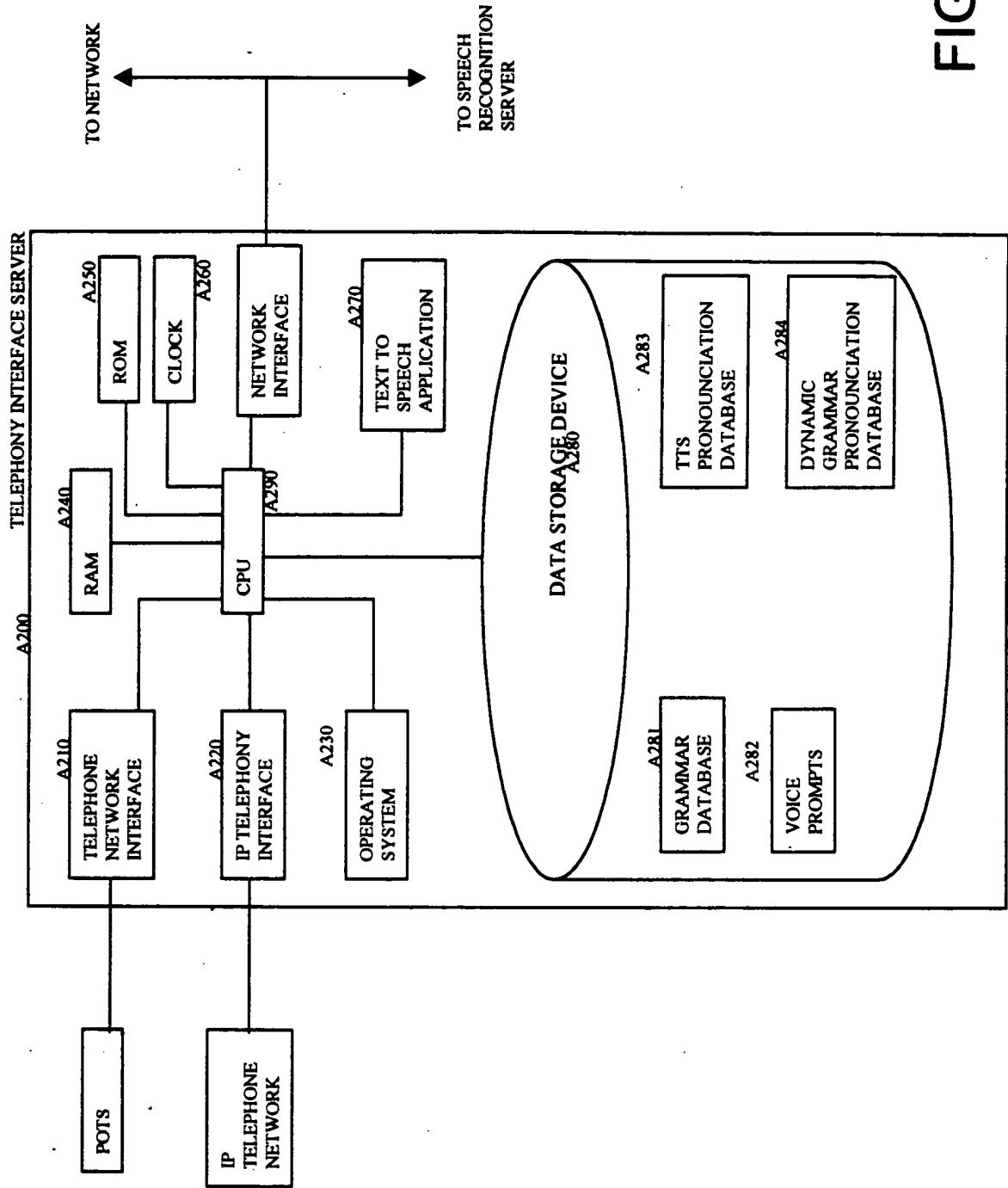


FIG. 4

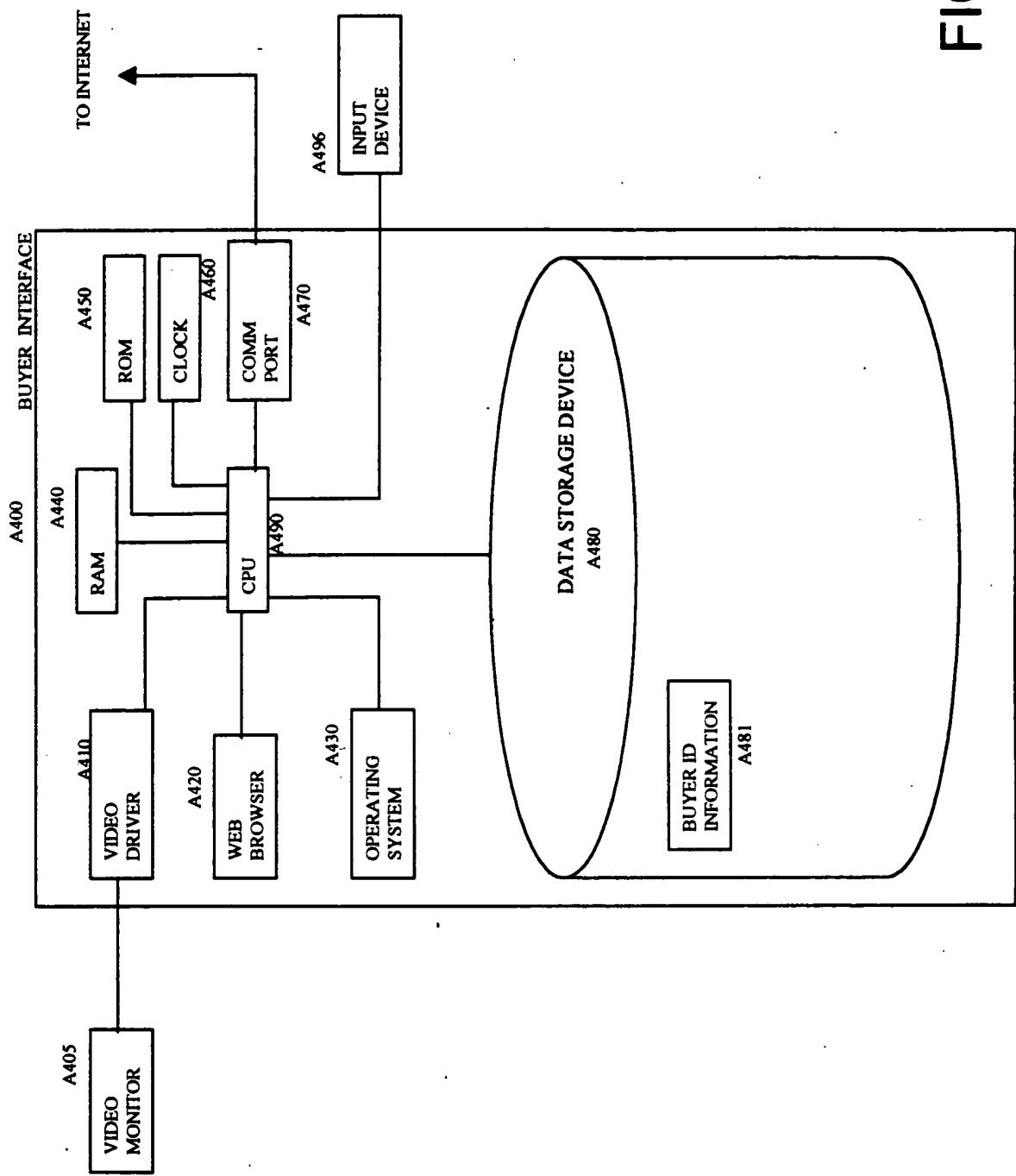


FIG. 5

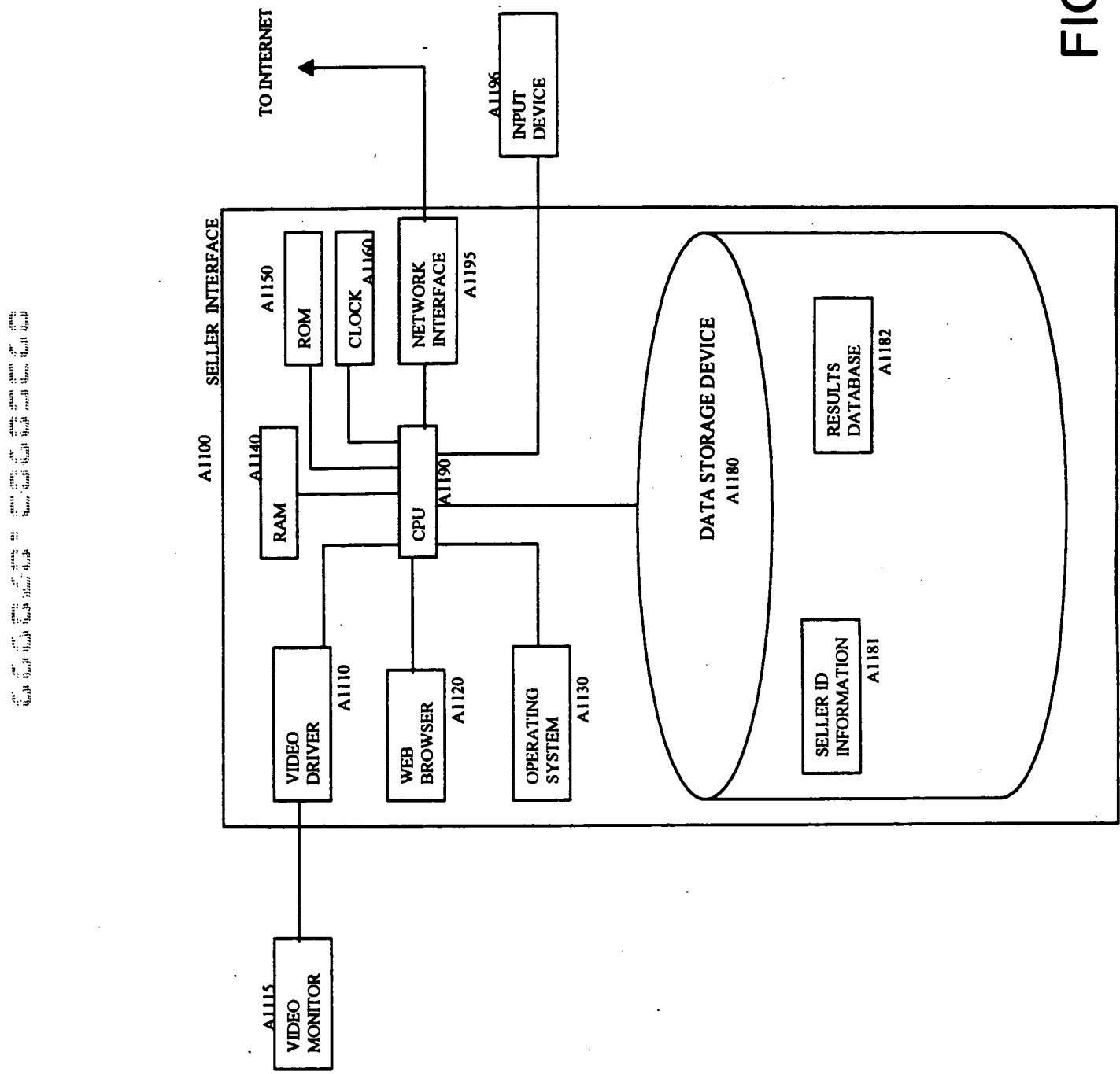


FIG. 6

SELLER WEB SERVER

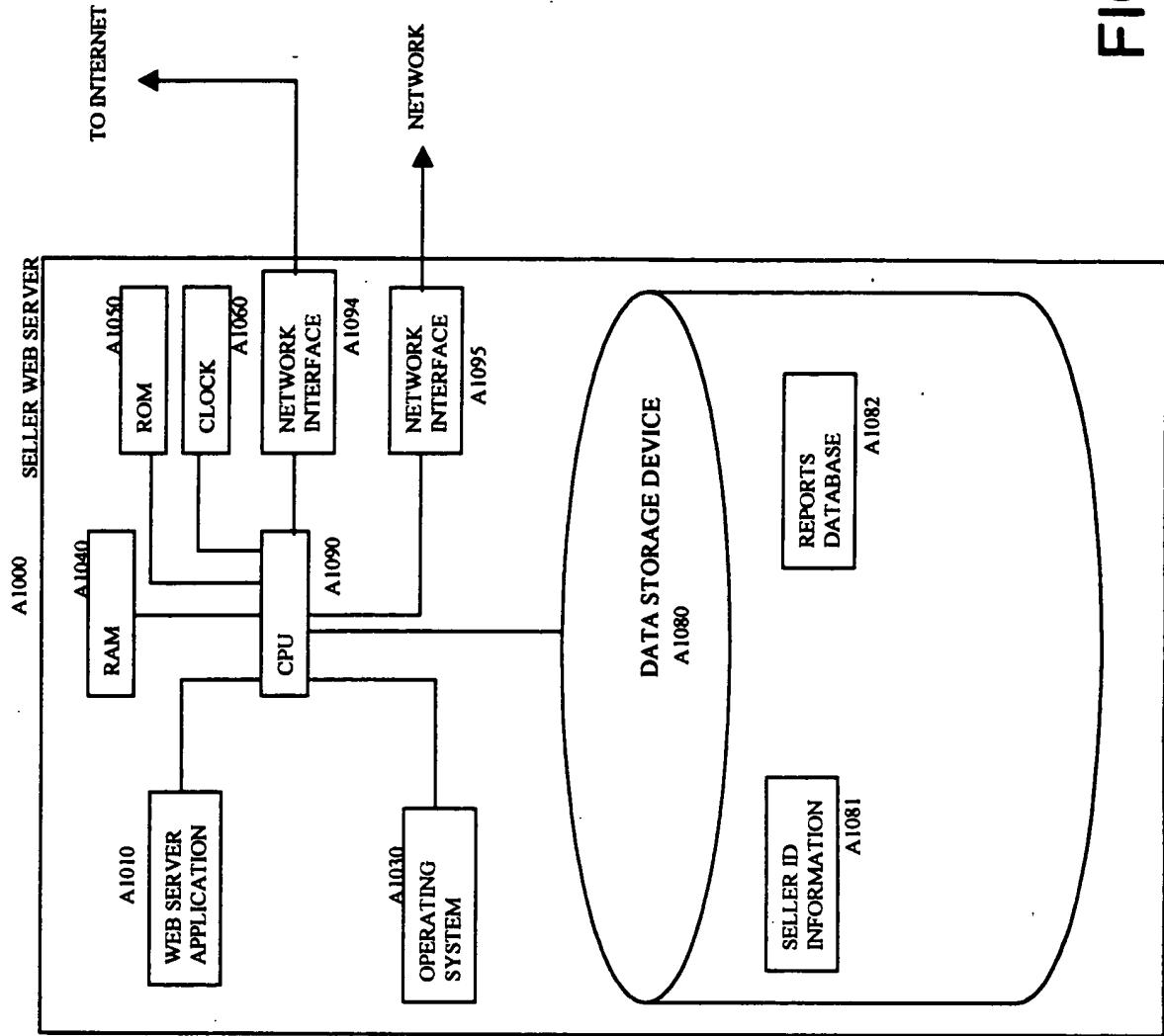


FIG. 7

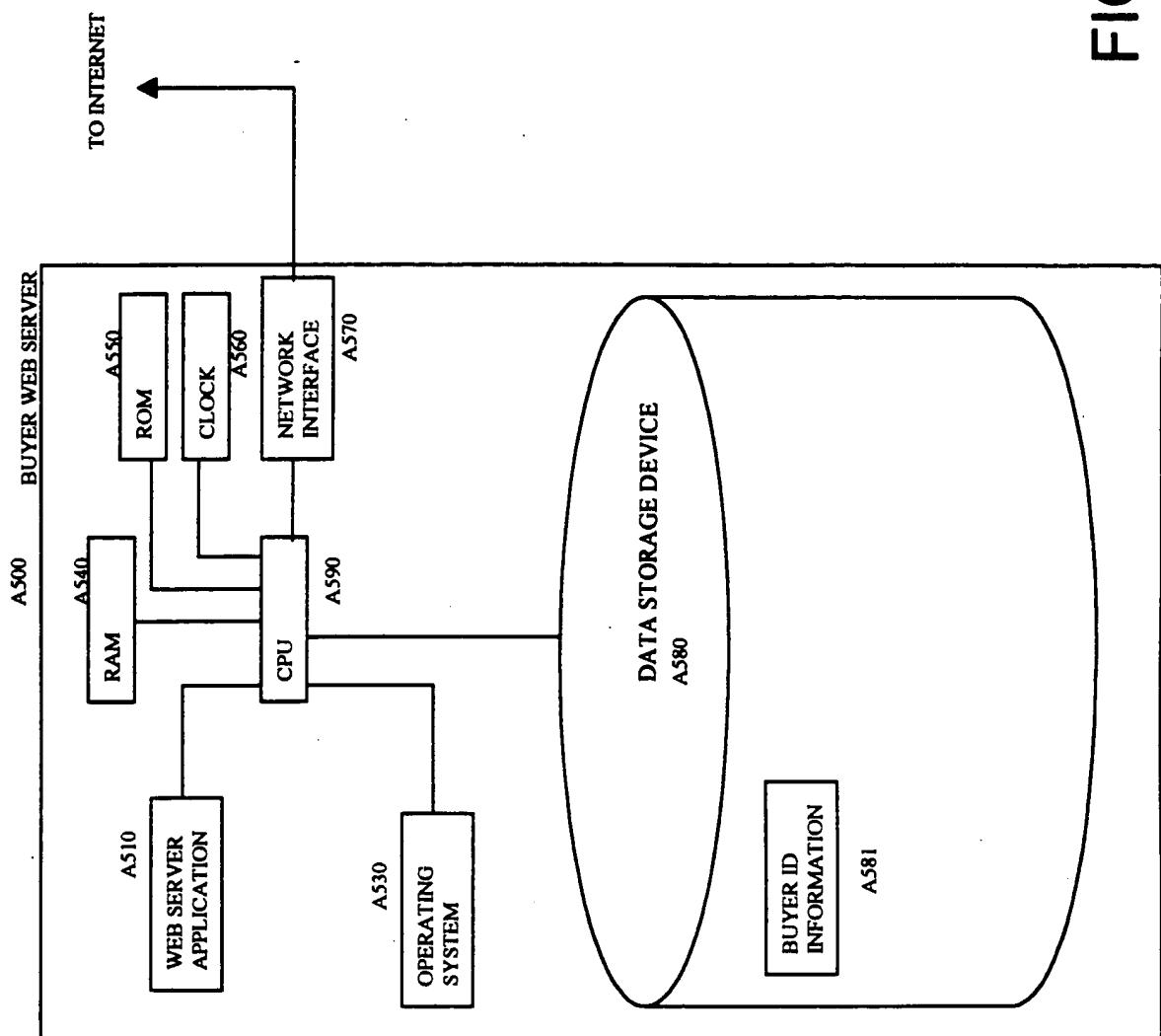


FIG. 8

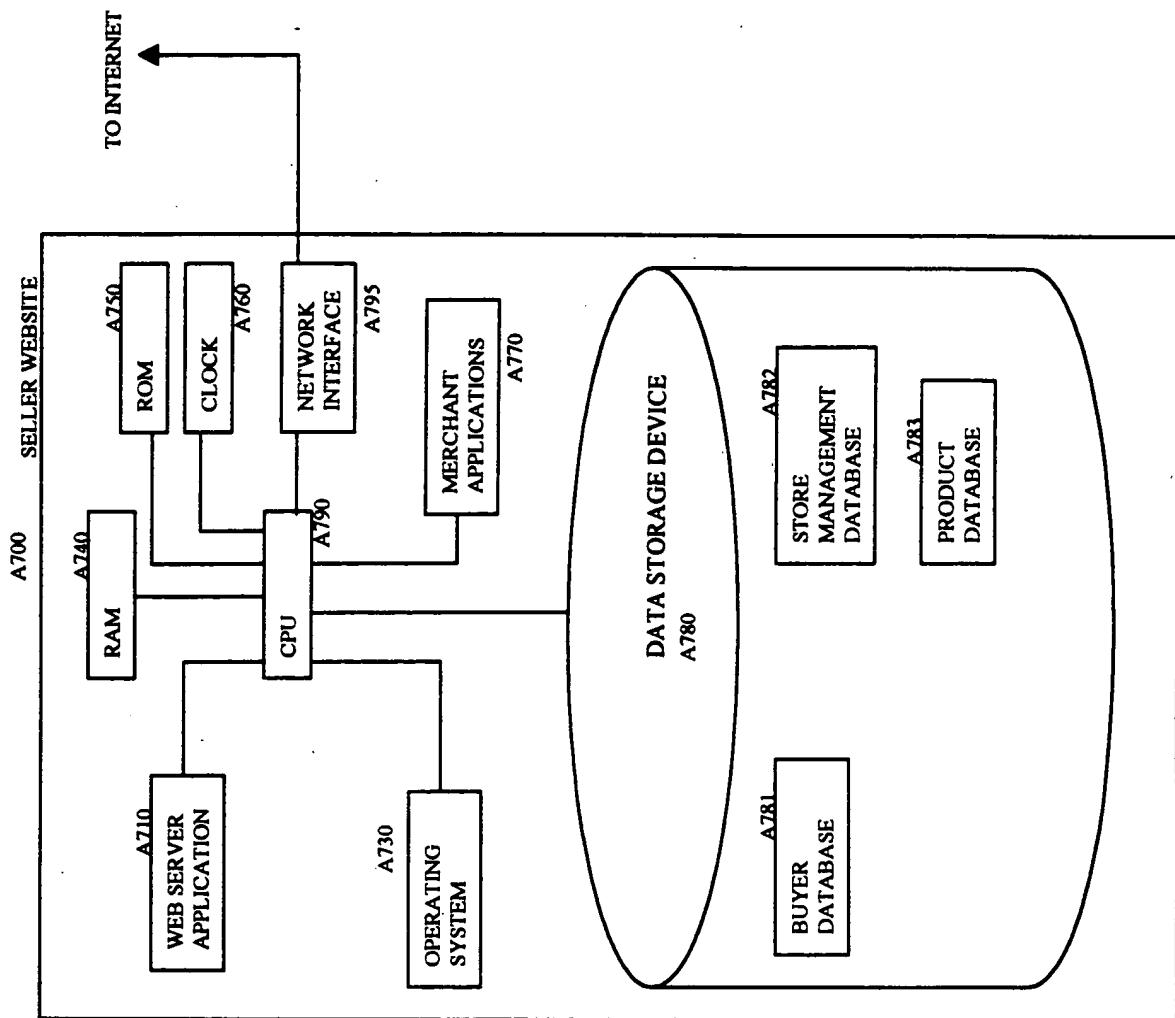


FIG. 9

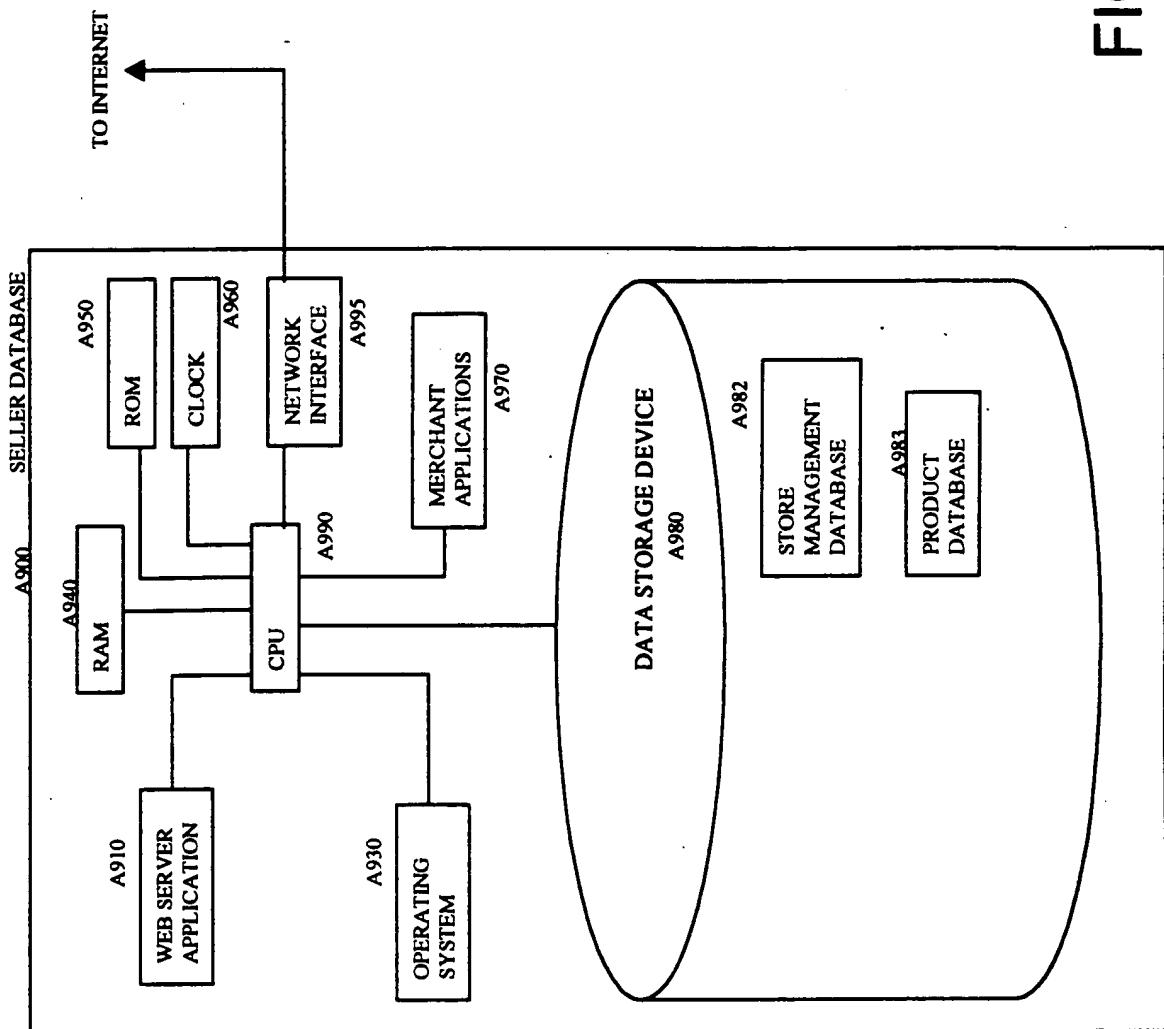


FIG. 10

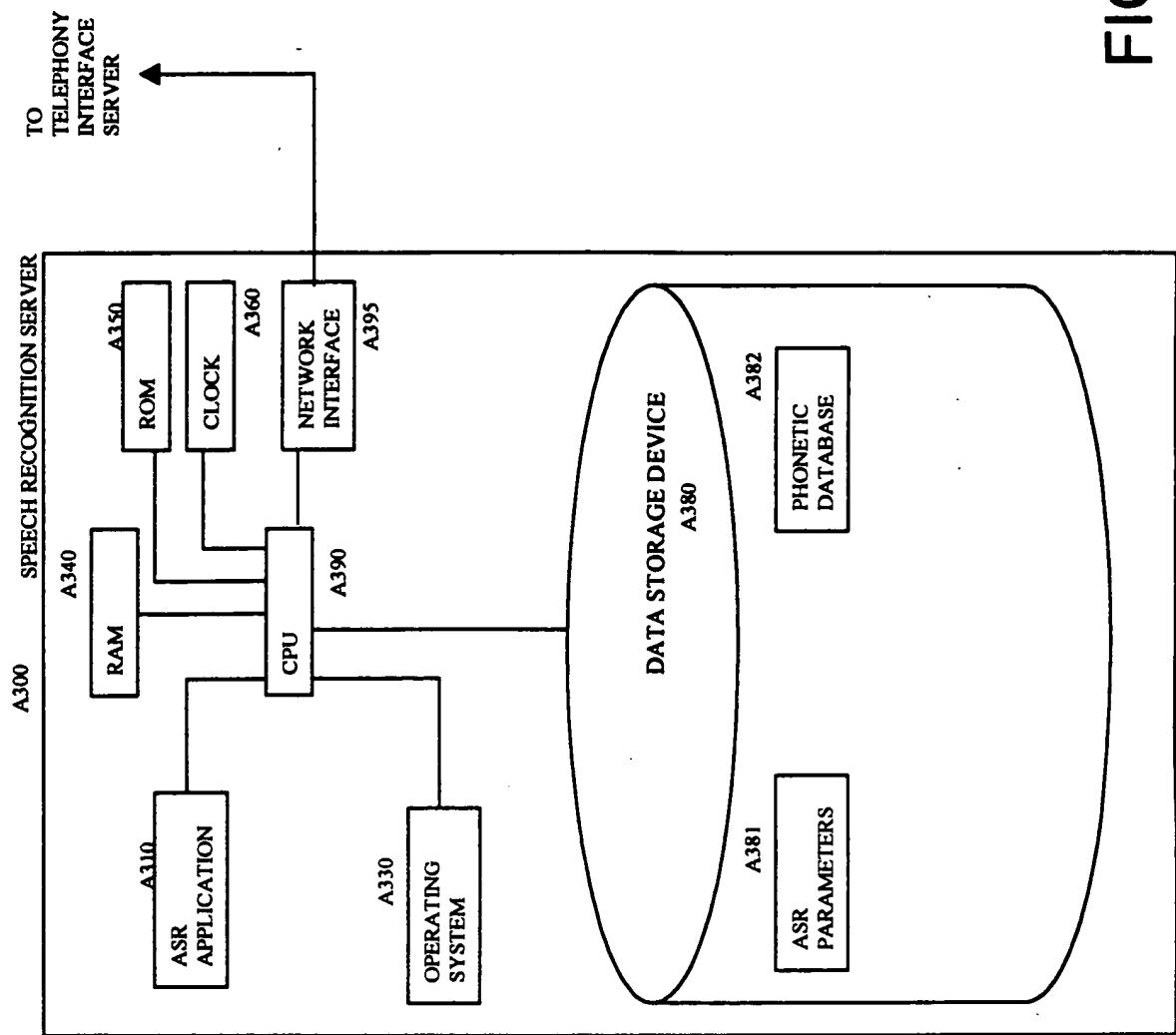


FIG. 11

11/60

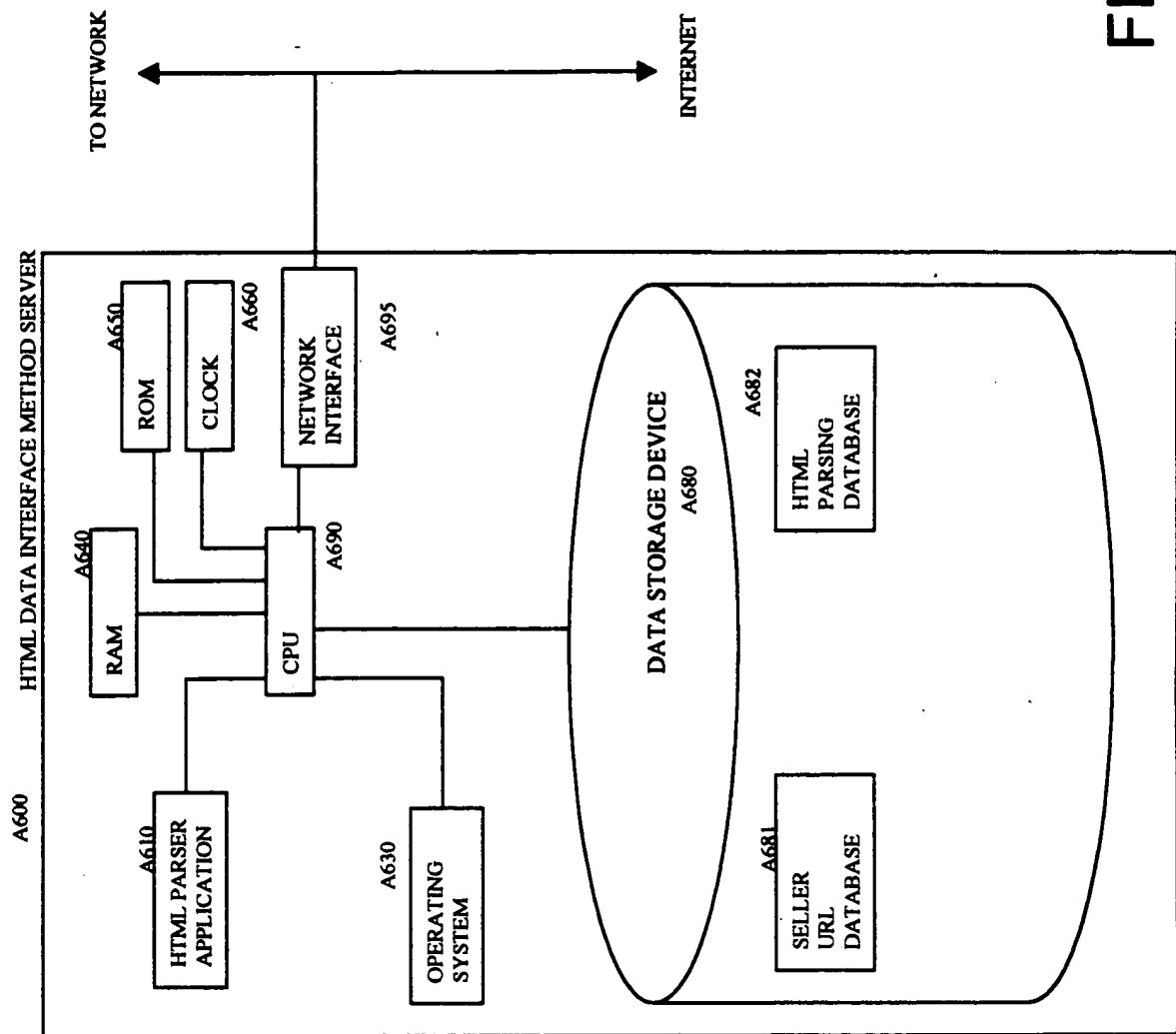


FIG. 12

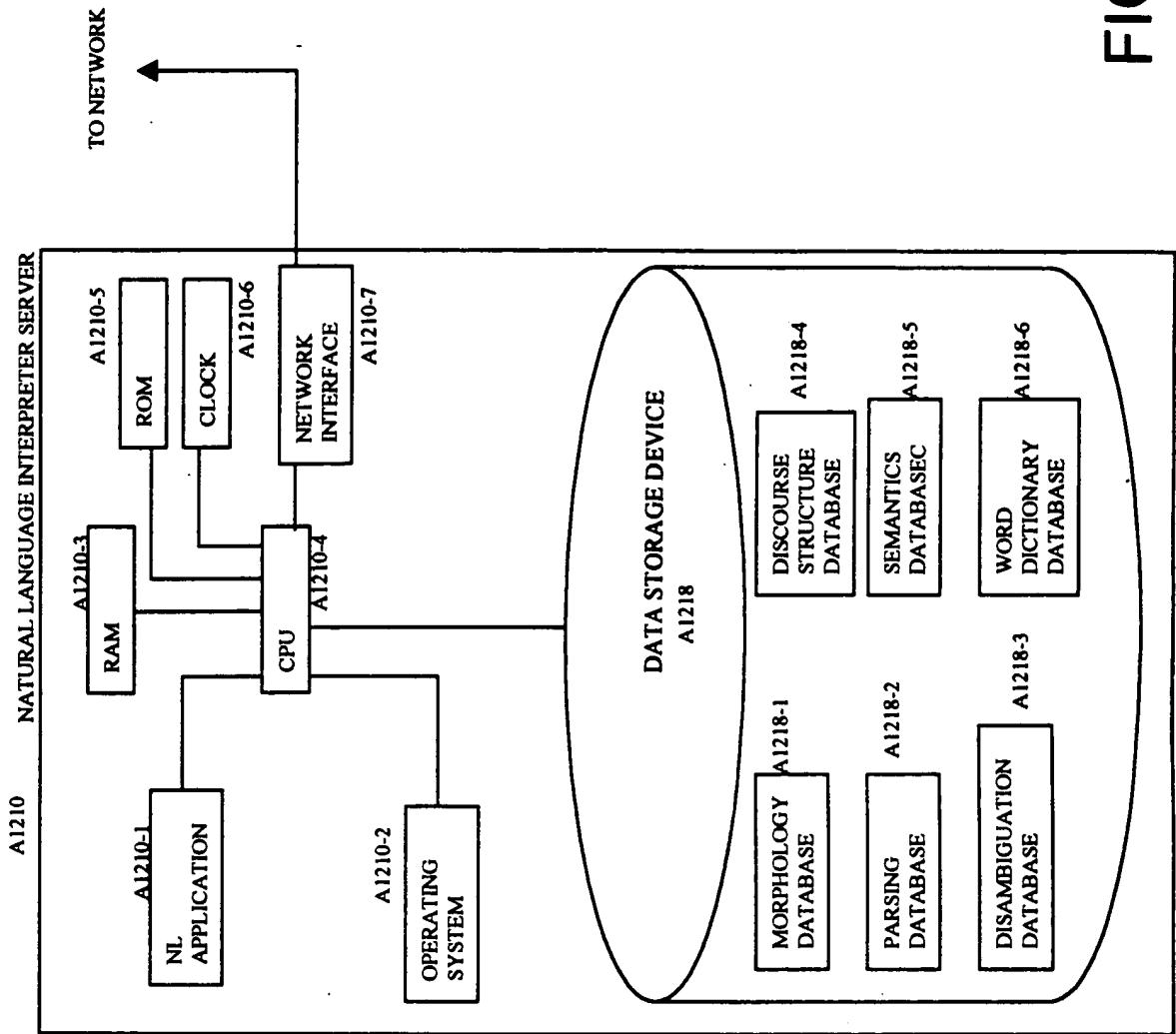


FIG. 13

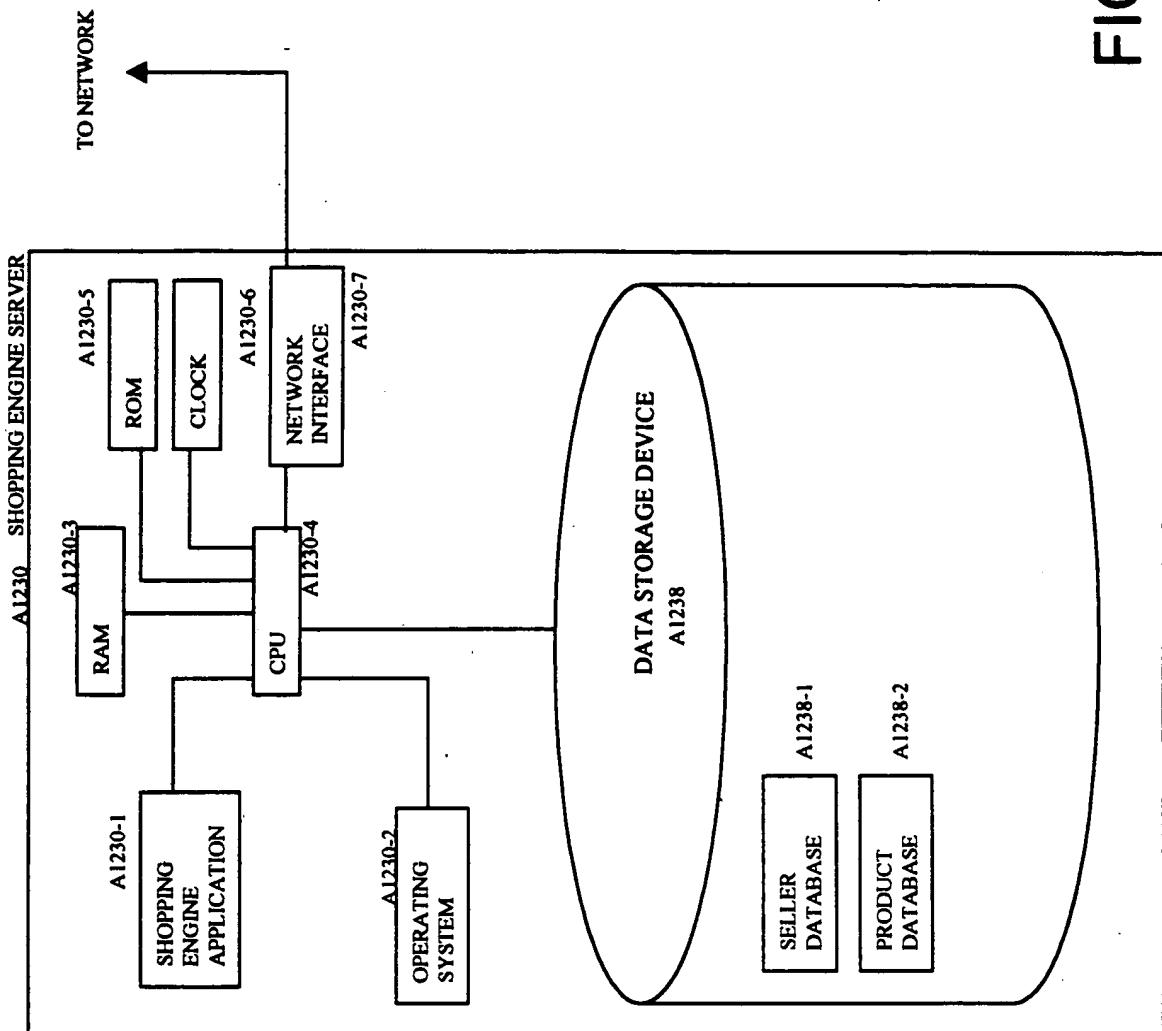


FIG. 14

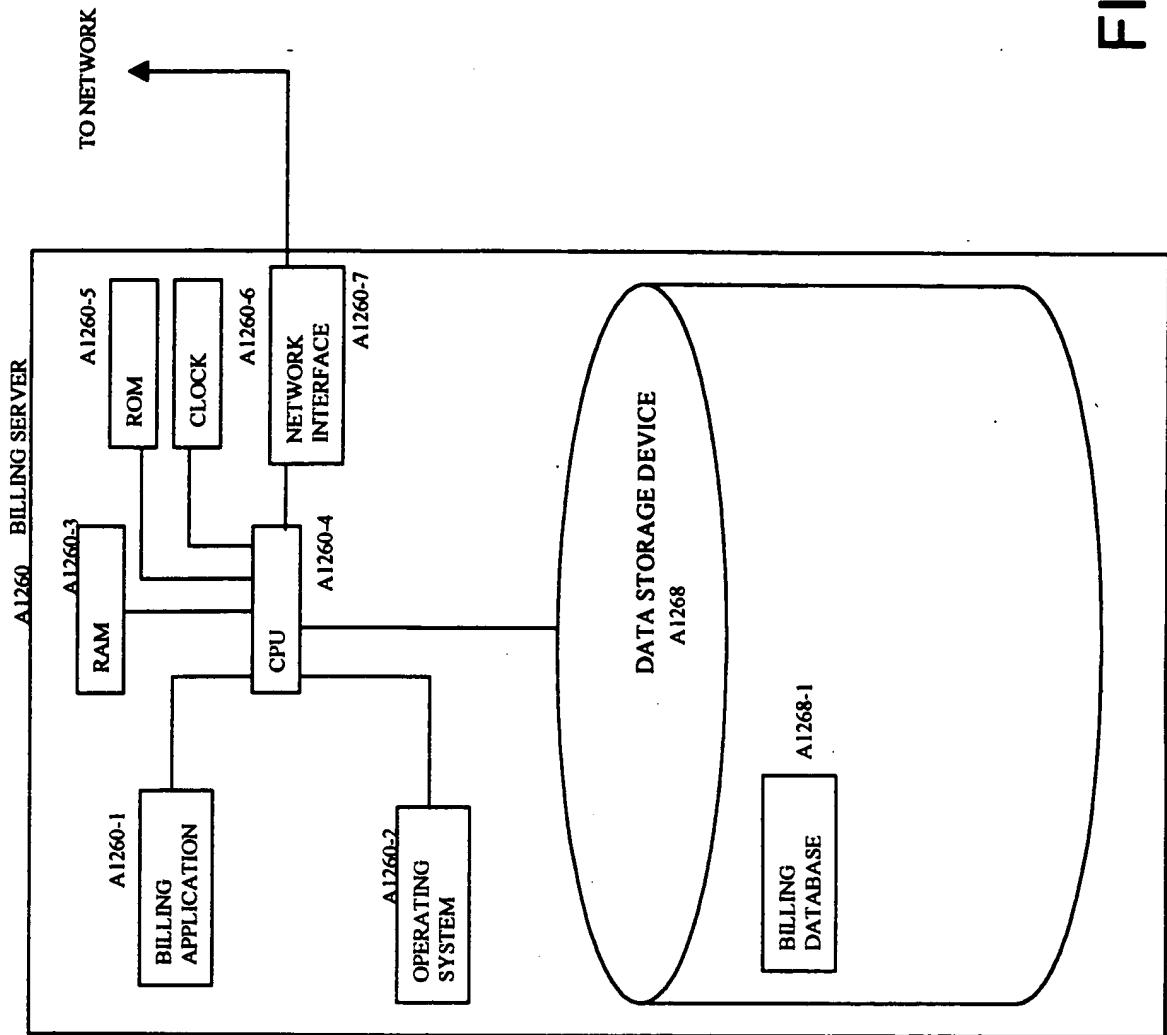


FIG. 15

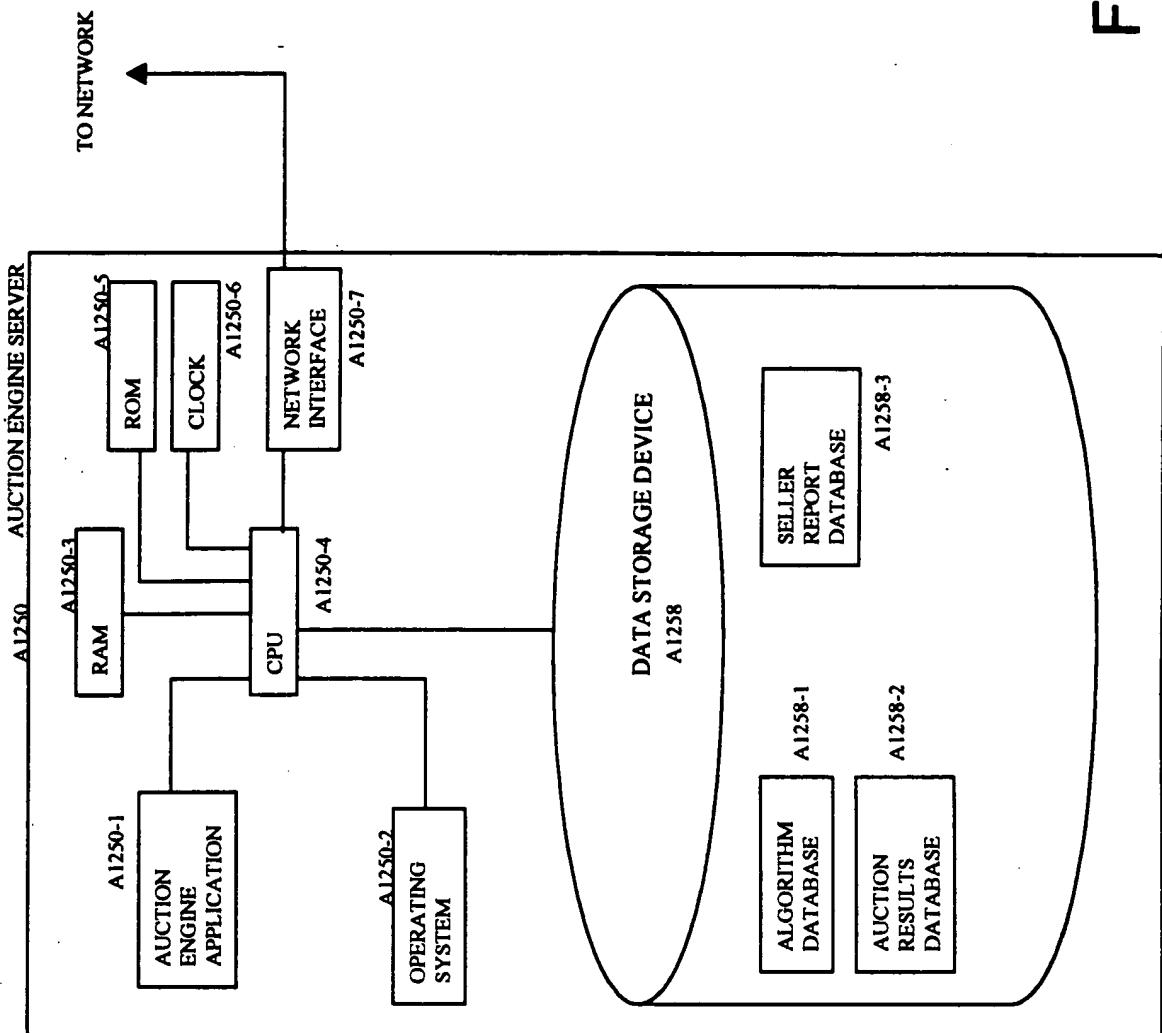


FIG. 16

16/60

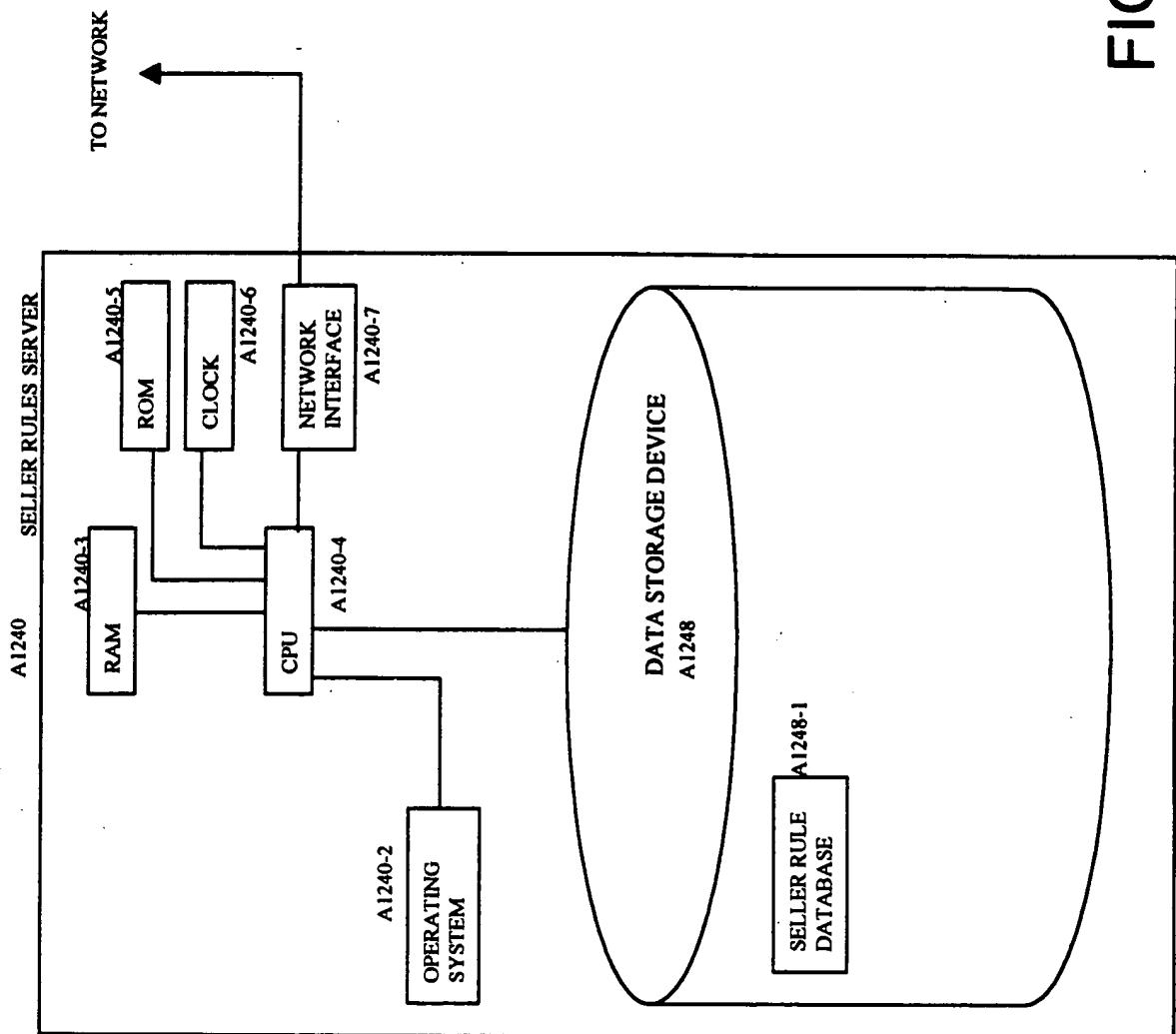


FIG. 17

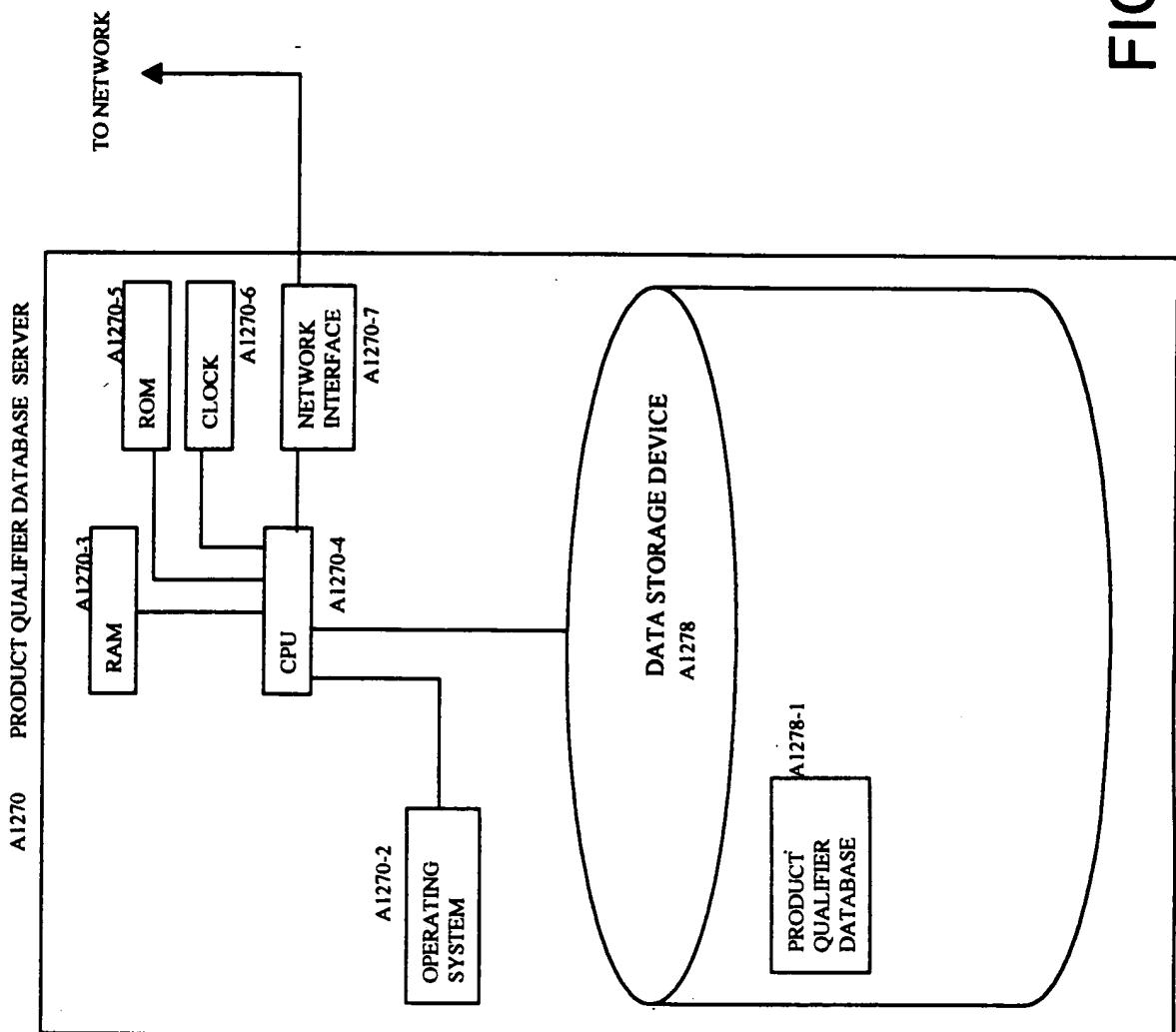


FIG. 18

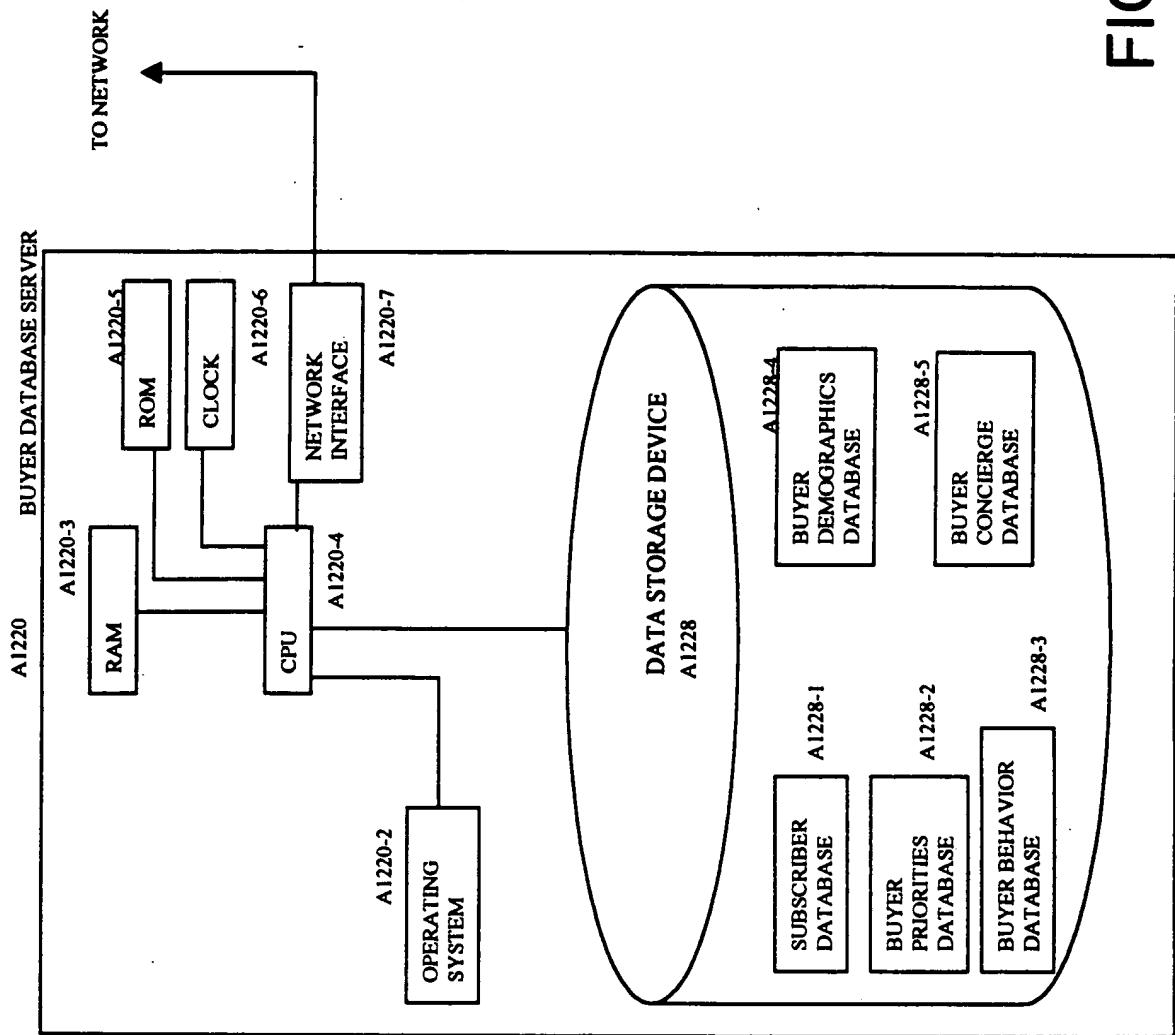


FIG. 19

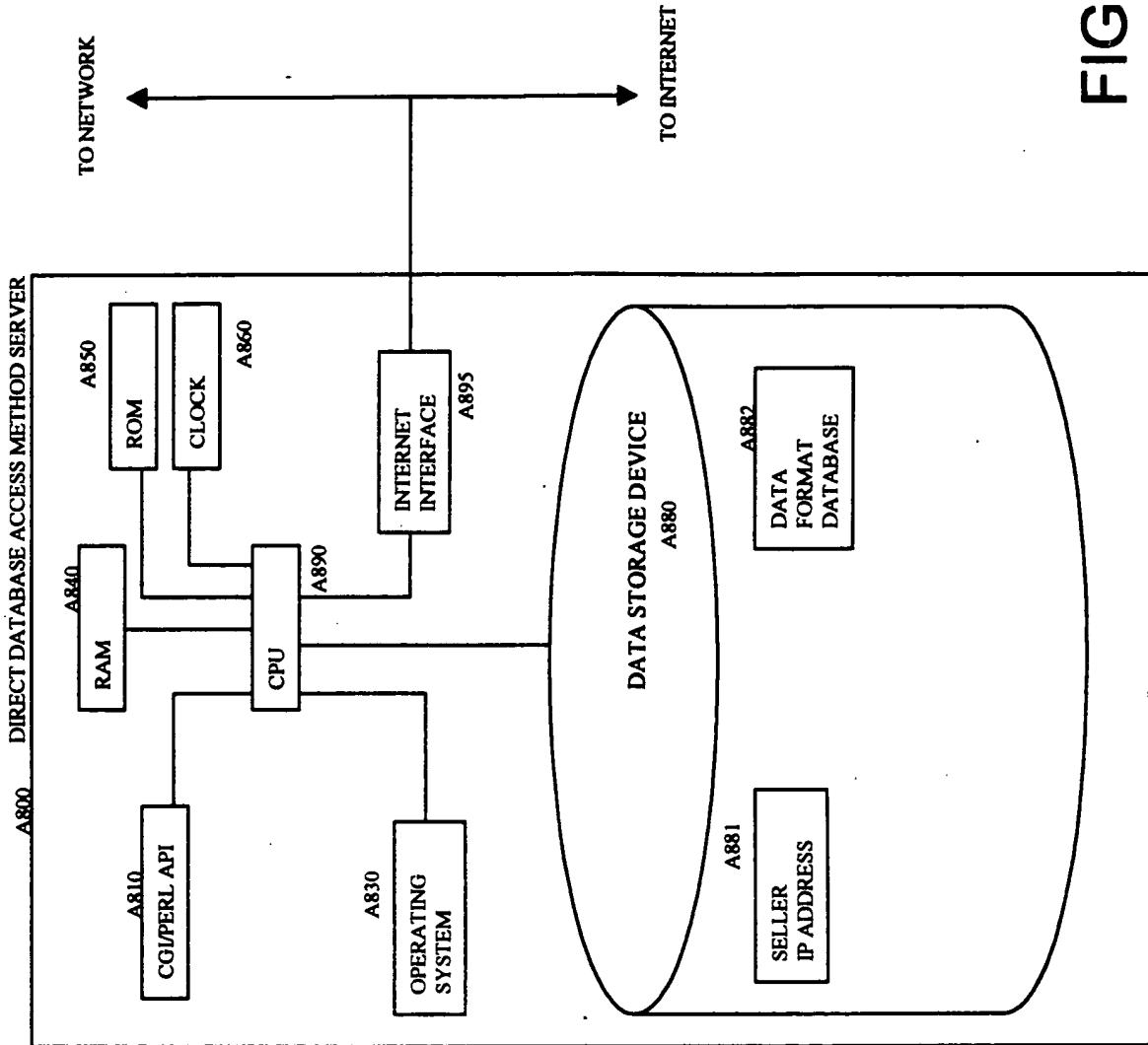


FIG. 20

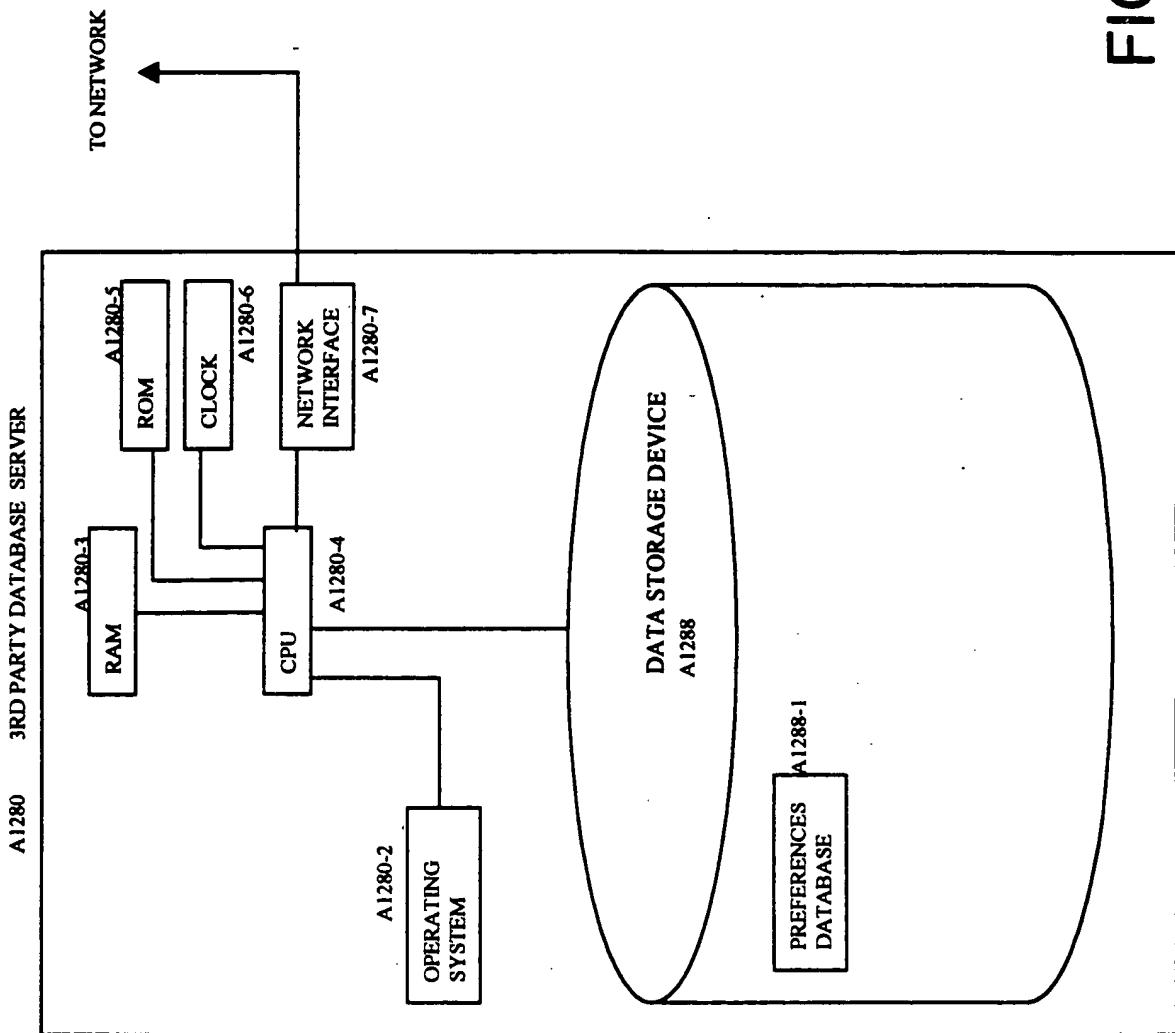
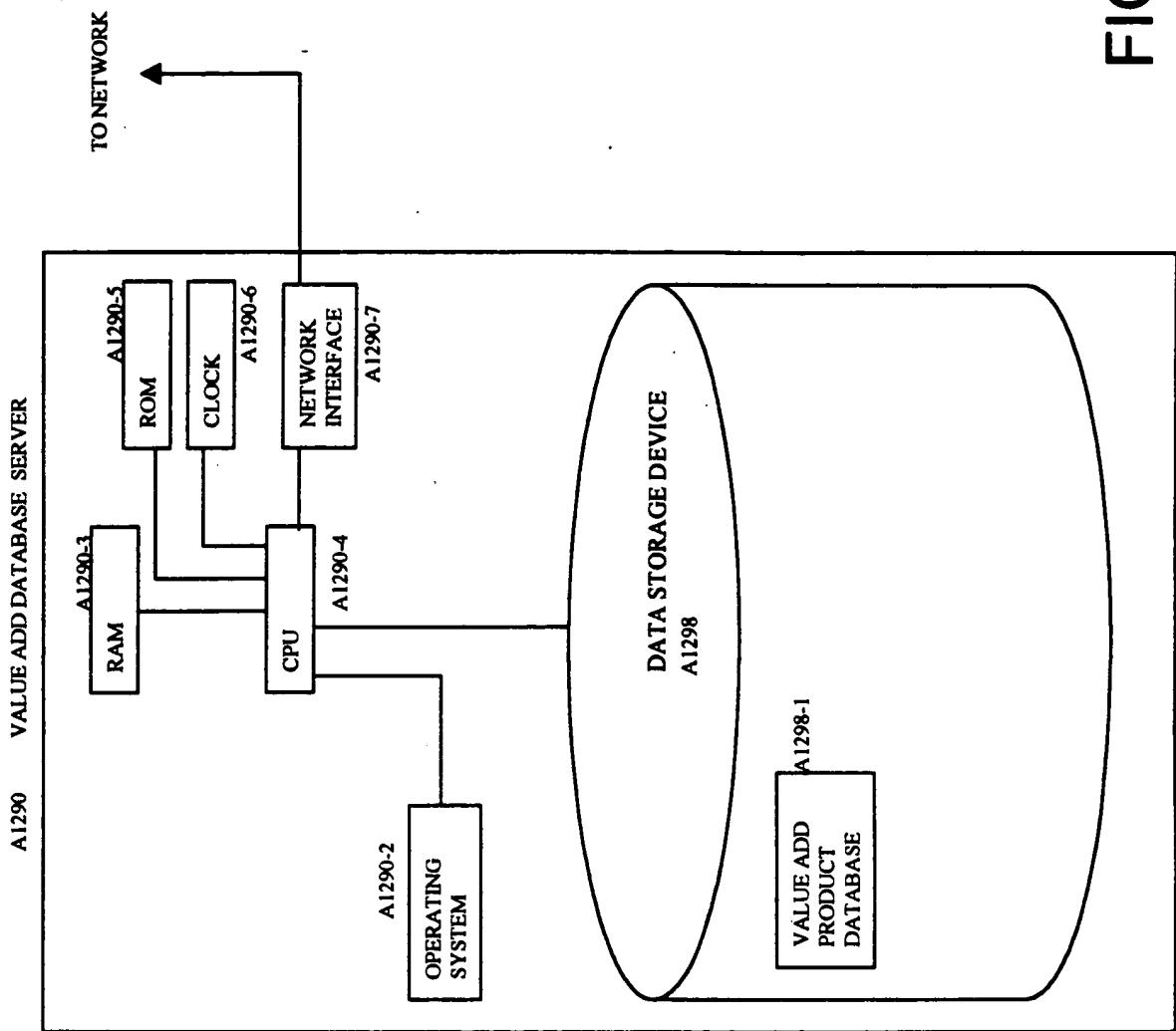


FIG. 21



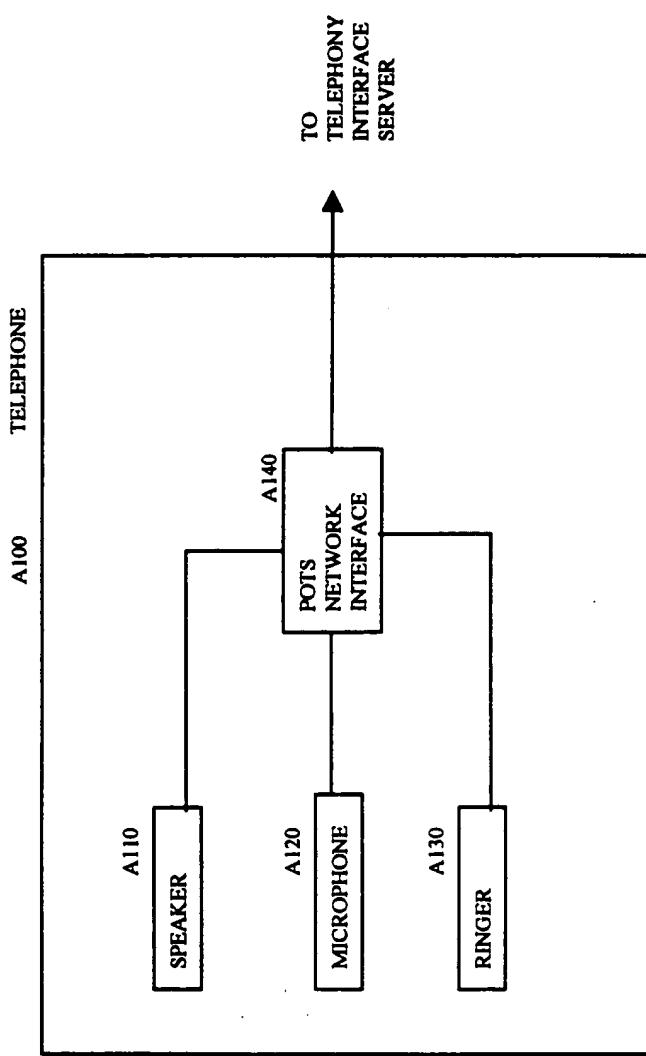


FIG. 22

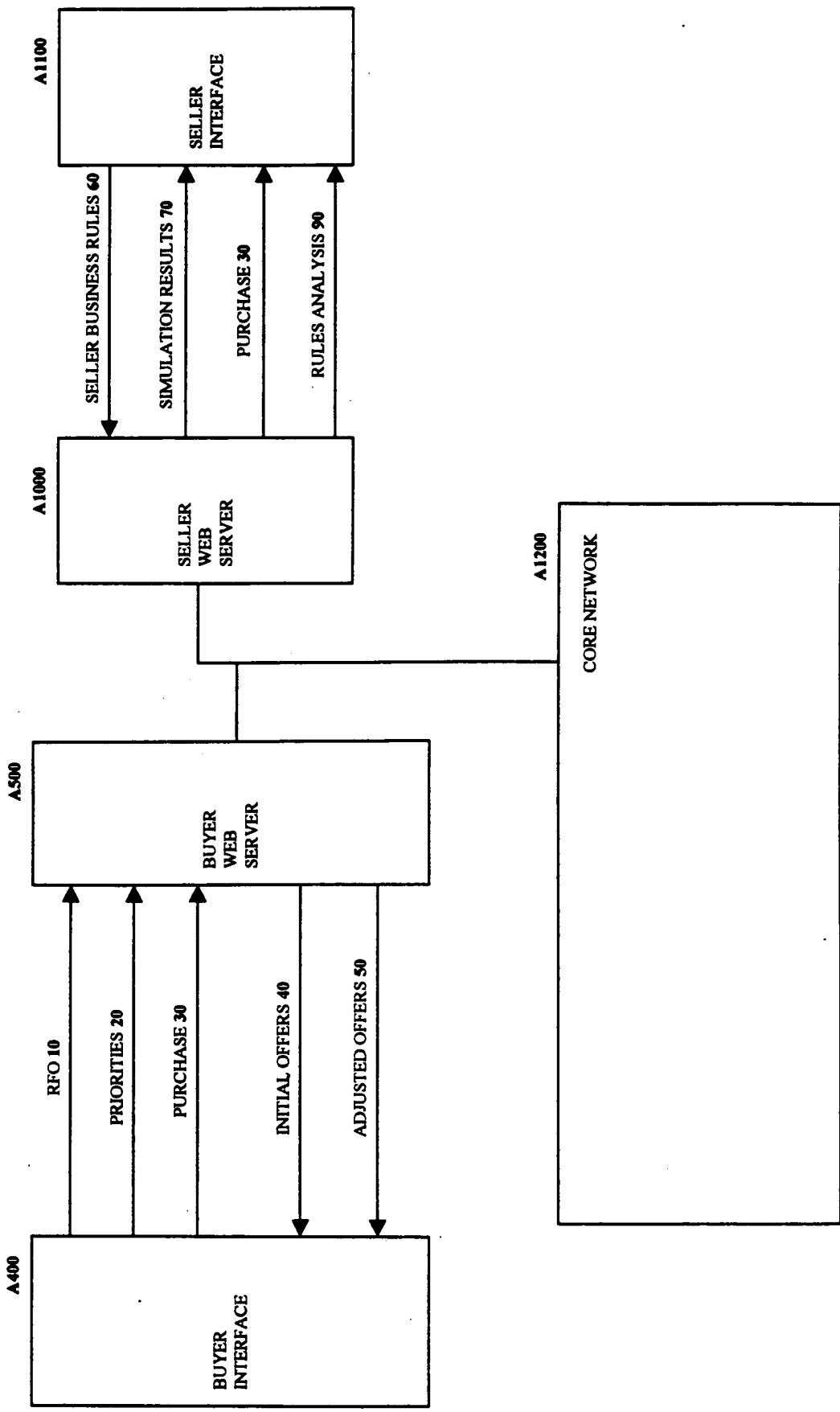
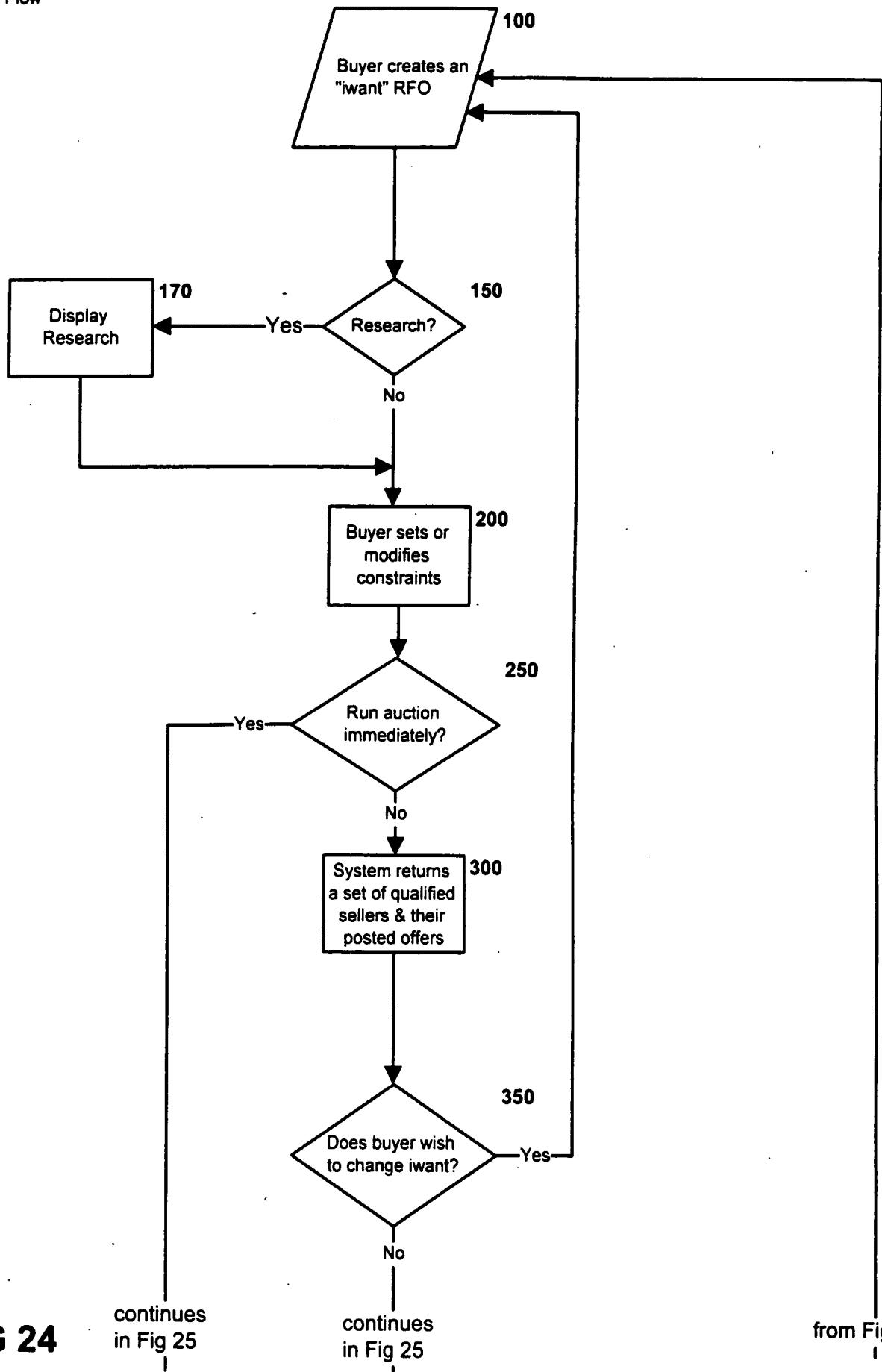


FIG. 23

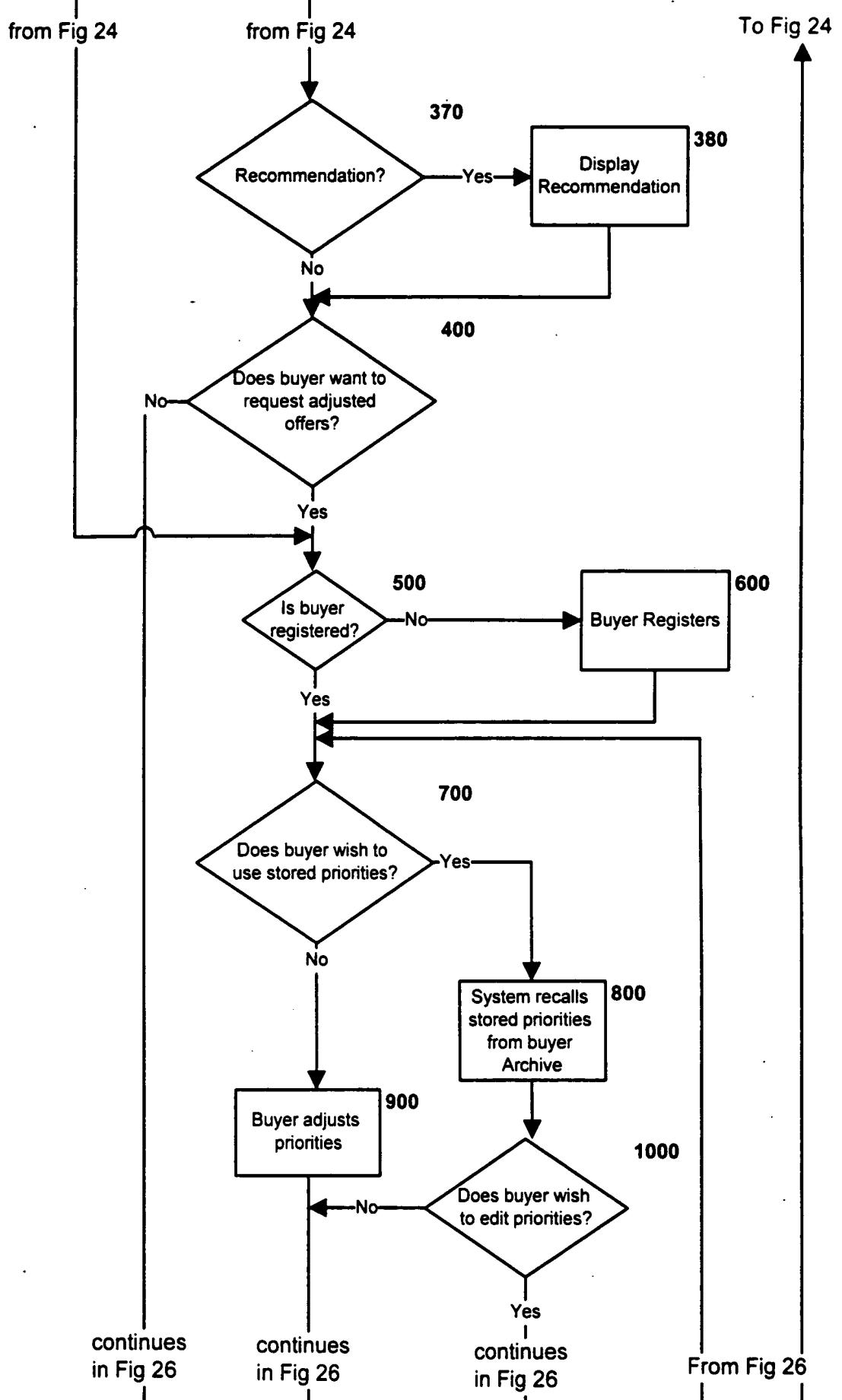
Buyer Flow



**FIG 24**

continues  
in Fig 25

from Fig 25



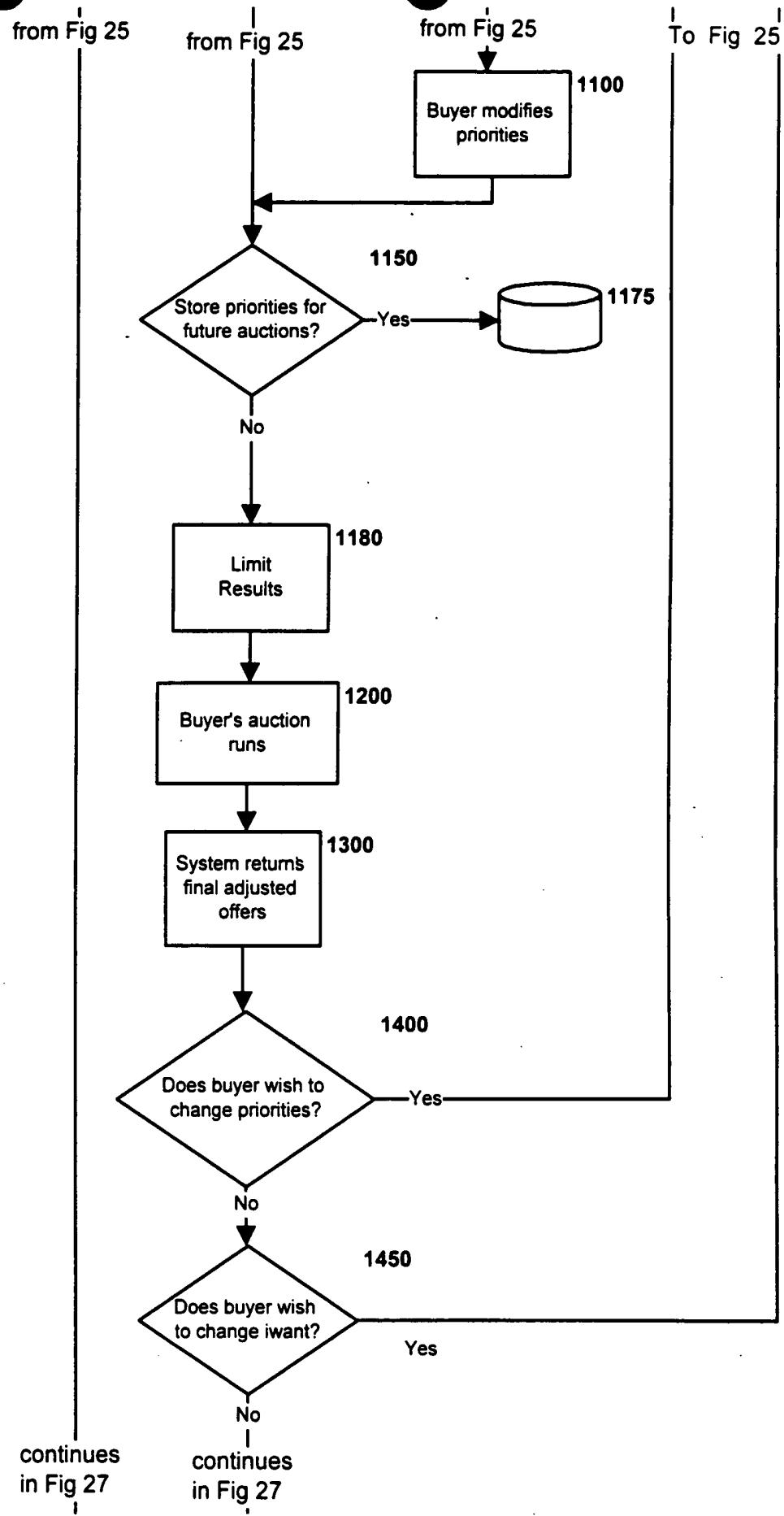
**FIG 25**

continues  
in Fig 26

continues  
in Fig 26

continues  
in Fig 26

From Fig 26



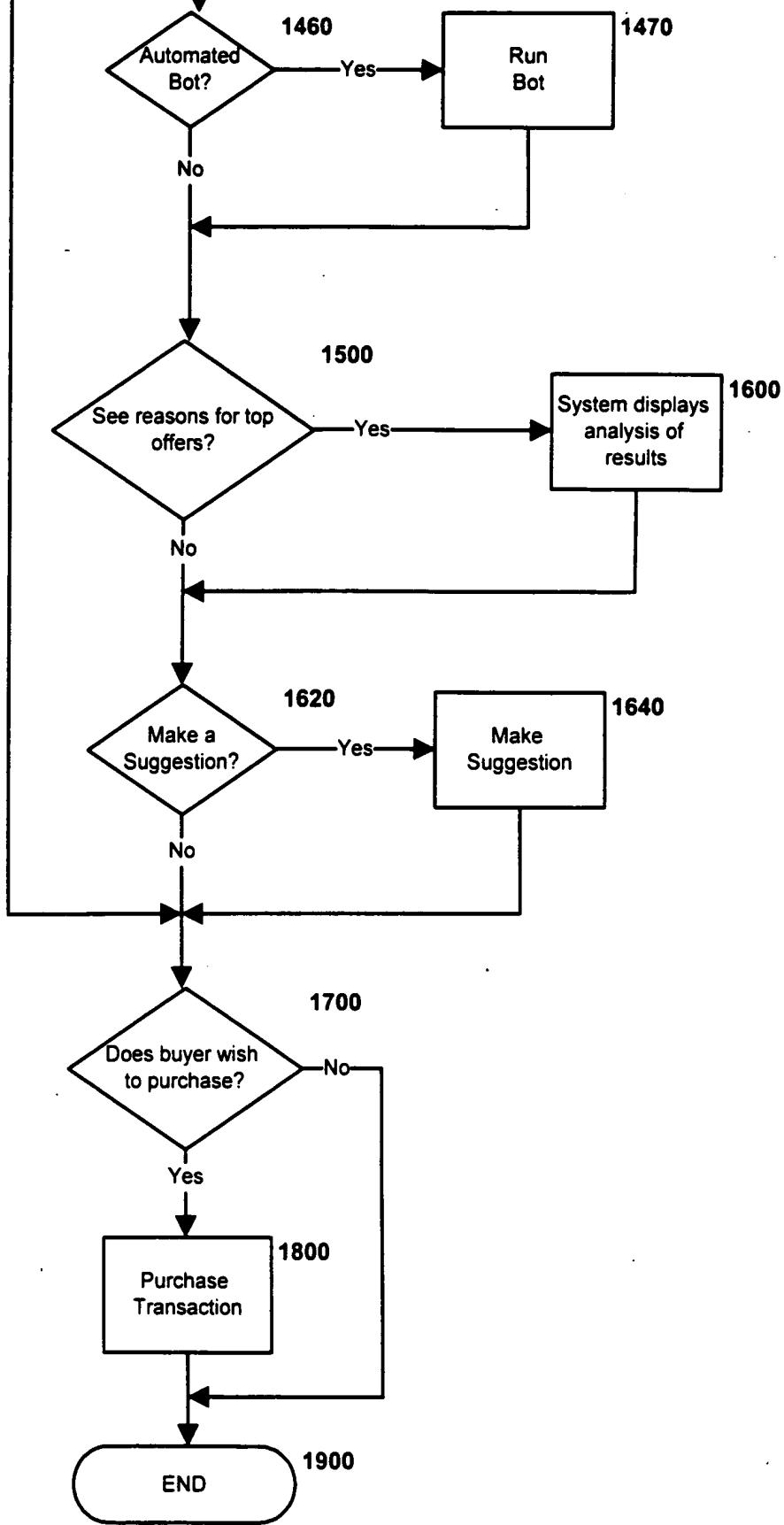
**FIG 26**

continues  
in Fig 27

continues  
in Fig 27

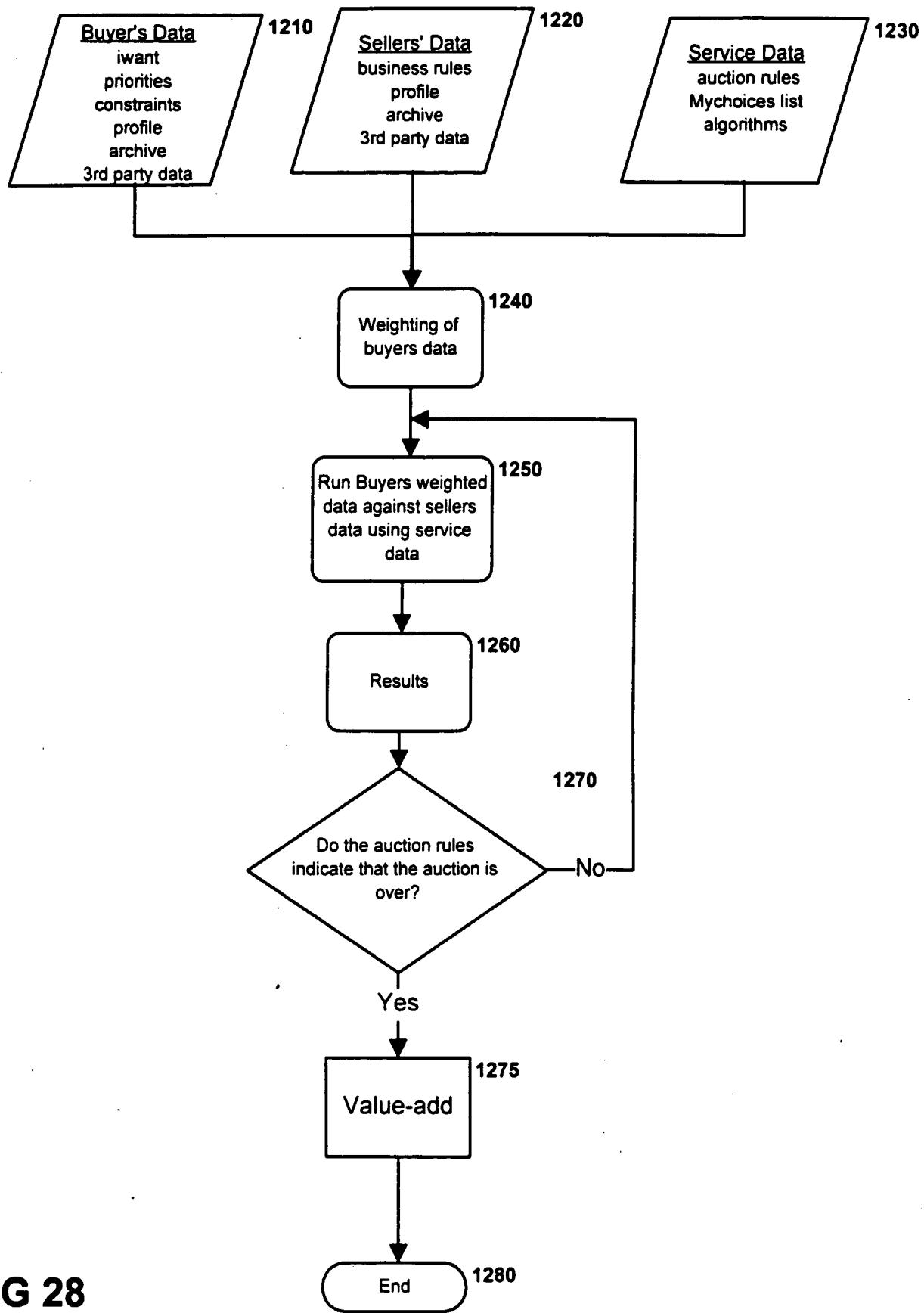
from Fig 26

from Fig 26



**FIG 27**

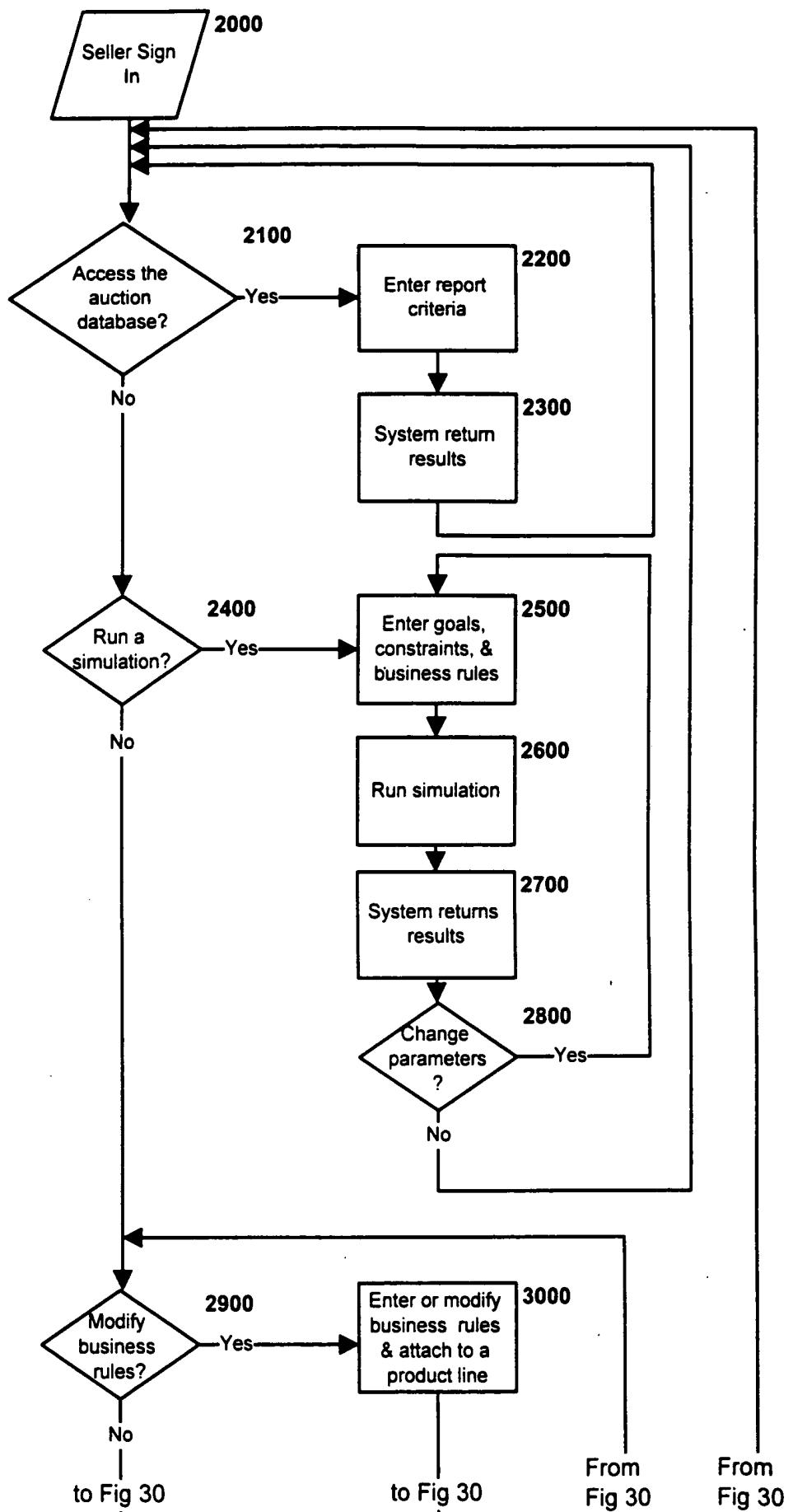
## Buyers Auction Runs



**FIG 28**

## Sellers Flow

2000  
2100  
2200  
2300  
2400  
2500  
2600  
2700  
2800  
2900  
3000



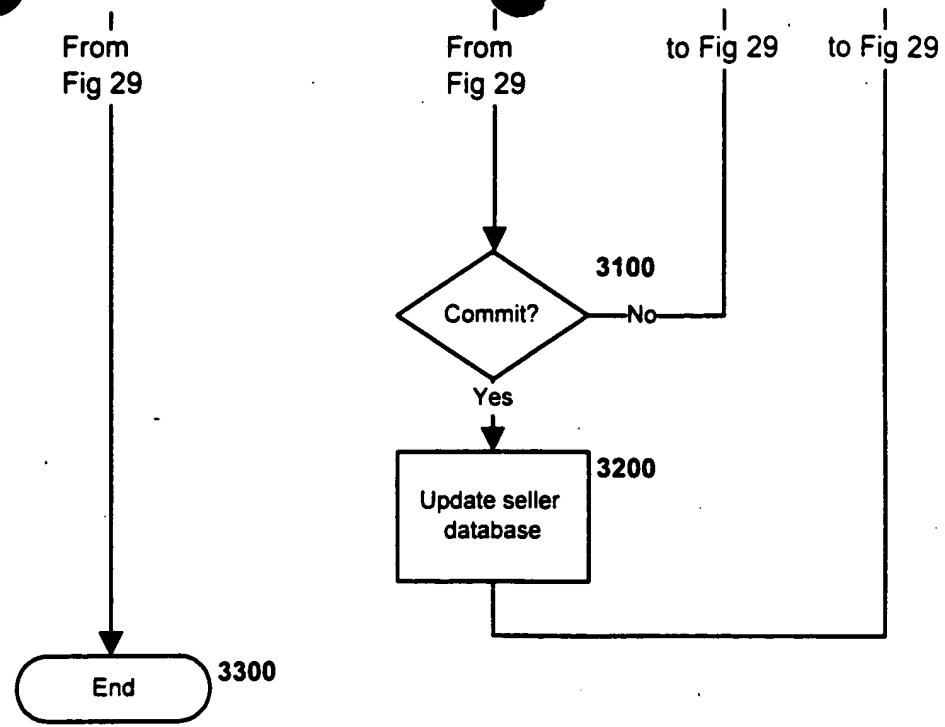
**FIG 29**

to Fig 30

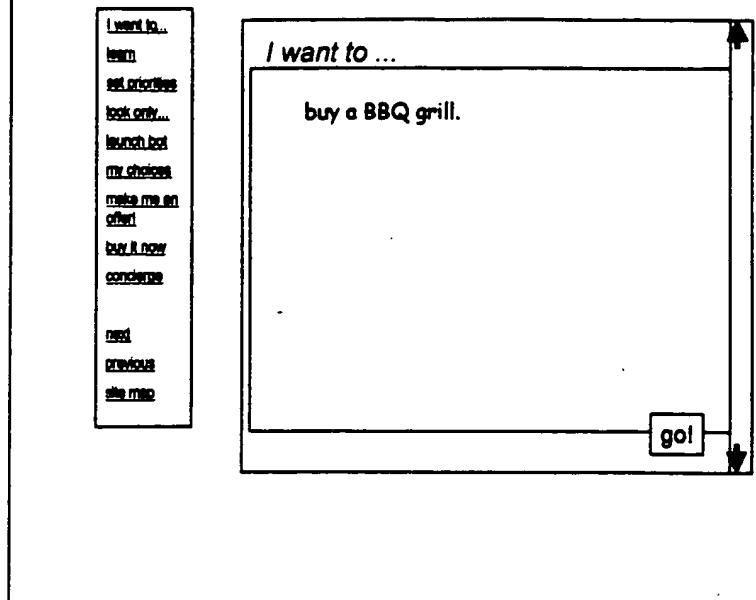
to Fig 30

From  
Fig 30

From  
Fig 30



**FIG 30**



- The buyer perceives a need or a want for some goods or services. If the buyer could state her goals, she would say: I want to buy a (good or service), see all my choices, find the best value, ask for and receive personalized offers, enjoy the experience and not waste time or energy. The definition of a "buyer" includes: 1) a person; 2) a group of people; 3) a company; 4) a software process(bot); or 5) a buying group.
- The inquiry can be stated in natural language or using a more structured form, such as pull-down menus. Data entry can be via almost any method, including keyboard or voice. The natural language user interface (UI) allows the buyer to use words and phrases in free-form manner. A semantic parser operates on the inquiry. This method - as compared to normal keyword search, pattern recognition and statistical inference - is extremely accurate and returns high relevance answers.
- The home page could be simple or it can contain various functions, e.g., (1) The buyer can learn about the market ("learn"); (2) she can set her goals or preferences ("set priorities"); (3) she can set constraints on the search ("look only"); (4) she can access her archive ("concierge"). This home page framework is extensible.
- This "I want to..." model can be extended to include business-to-business (B2B) applications; low end products; high end products; low end services and high end services. It can also be used to look for bundles of goods and services and consignment models.
- The standard navigation bar (vertical, left element) includes short-cuts for the buyer. An experienced "power user" might choose to go directly from an "I want" to "make me an offer." A less experienced buyer, or even an experienced buyer attempting to purchase something in a category new to her, might traverse the experience more methodically. In the latter case, a buyer might do the research, set priorities, constrain her search, see her choices, and then decide to re-frame the "I want" entirely. This ability to iterate and cycle at will – without being forced to do so – allows each buyer to tailor the "I want" experience to their state of readiness to buy. The system allows each buyer to raise their own objections and then take whatever steps are necessary to consummate a transaction.

FIG. 31

iWantTo...  
 learn  
 get answers  
 look only...  
 launch box  
 my choices  
 make me an  
 offer  
 buy & know  
 convenience  
 next  
 previous  
 site map

Consumer Reports  
<http://www.consumerreports.org/Categories/YourHome/Reports/9806gr1.htm#1bot>

Barbecue Magazine

Outdoor Living

Product Advisers

Compare ...

even heating  
 roasting  
 grilling  
 overall value

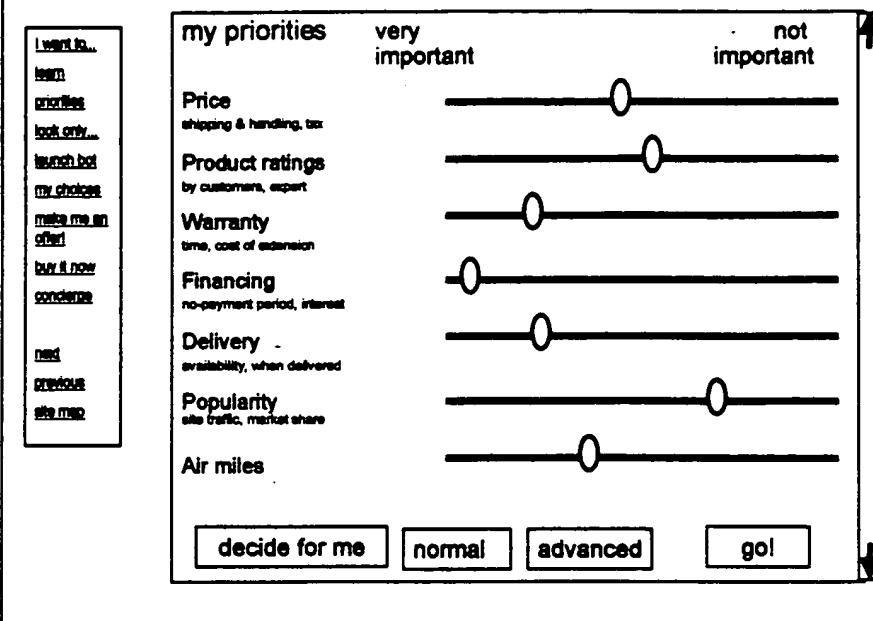
Top Five rated are...

Weber Genesis 1000  
 Weber Spirit 500  
 Ducane 1504SHLPE  
 Sunbeam Grillmaster HG850C  
 Kenmore 15675

Overall rating is based mainly on performance, convenience, and features. Heating evenness (with heat turned high or low) is most important when you cook for a crowd. Grilling scores reflect performance at low temperatures—necessary for chicken and fish, and for hamburgers after they've been seared. (All models grill well at high temperatures.) Roasting requires even lower temperatures for indirect heating. Grills scoring very good or excellent here are fine for both regular roasting (a turkey) and slow-roasting (ribs); grills scoring good are fine for regular roasting only; the other grills could be too hot for roasting. Scores for features, convenience assesses sturdiness, shelf space, igniter, assembly, and details like utensil hooks.

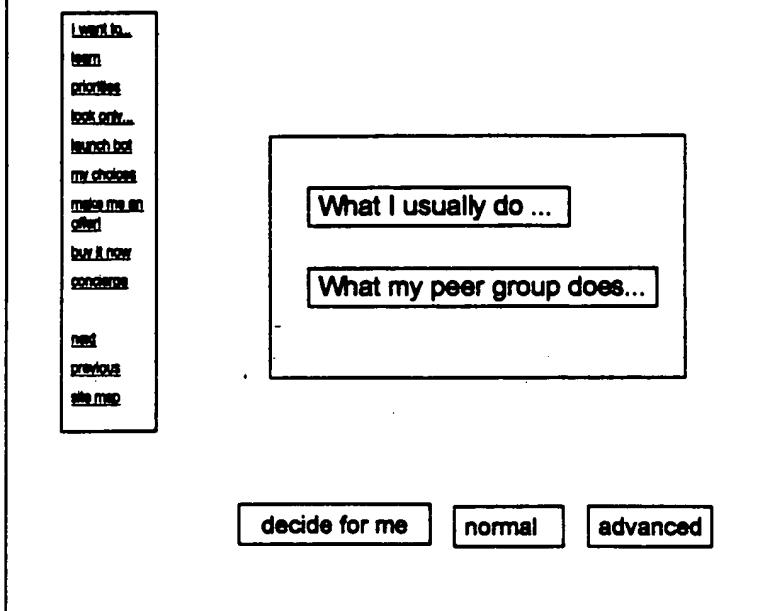
- The service attacks five types of cost: (1) market intelligence; (2) search; (3) bargaining; (4) execution; and (5) integration. This screen shows one solution for attacking cost #1 - market intelligence.
- If the buyer asks for research and advice, in this embodiment she receives a summary of the key features and a recommendation of the top five rated products from a rating service (e.g., Consumer Reports). For deeper research a convenient one-button URL takes her directly to a page that contains a summary of all the product categories in Consumer Reports. A cookie brings her right back again.
- She can also access other sources of advice and product ratings, in this case three magazines. Many other sources of product and survey reviews can be used, including Guides.
- Initially, each data source will be accessed individually (as above). Over time, the various data sources can be merged into one master database by the iWantTo.com editorial staff. Aggregating data is a convenience to the buyer.
- This research and advice framework ("learn") is extensible. As new sources of expertise, data and advice become available electronically, they can be integrated into this framework.

FIG. 32



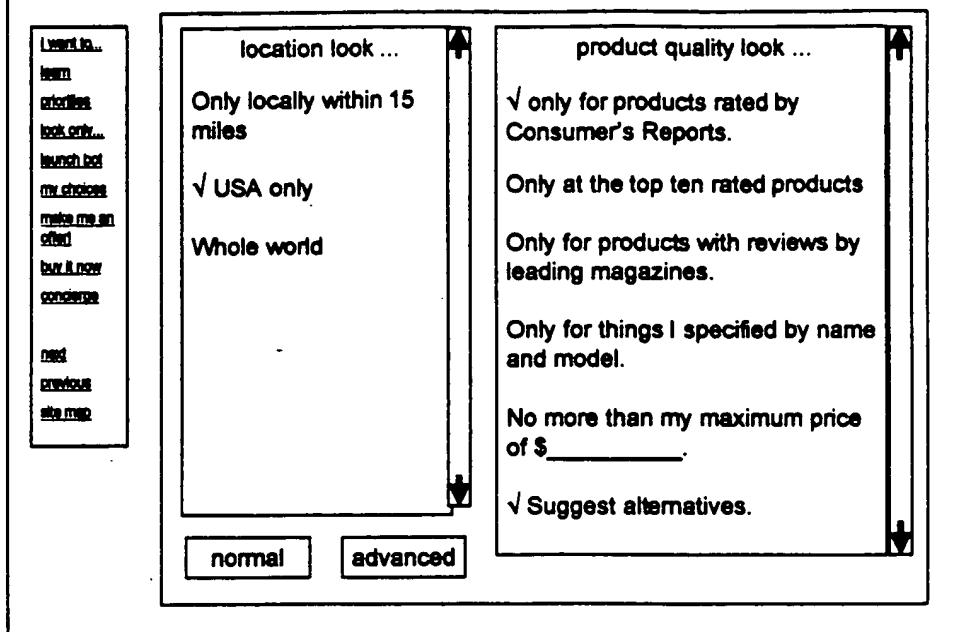
- A buyer's decision is influenced by many variables. Using this interface, the buyer is able to express what is important to her – the trade-offs that she implicitly makes in effecting a purchase. The "my priorities" tool helps her articulate those goals, and their relative importance, using an "analog" interface such as sliders. An algorithm running under this model assigns different weightings to each variable. Those weightings factors can be weighted: (1) solely by the buyer's settings, i.e. deterministic; (2) and/or a weighted average of the buyer's ratings and the ratings of a peer group; or (3) by the weightings of a demographic model, derived from large-scale anonymous consumer databases that identify large-sample preferences.
- The buyer has a choice of creating her "my priorities" one time (global); or tuning it differently for each inquiry; or 3) tuning it at anytime during a Round. The buyer also has a choice of touching a default button ("use standard settings") that defaults into item (2) or (3) above.
- The buyer can have a choice of settings for how much automation is provided by the system. The simplest form "decide for me", lets the system set all defaults based on its archival information; the next level, "normal", presents a simple, minimal set of choices for the buyer. The top level, "advanced", lets the buyer carefully constrain the "iwanto" experience.
- This framework for setting buyer preferences, goals and priorities and the tradeoffs between them is fully extensible. In the future, other interesting methods of expressing tradeoffs can be implemented.
- In this illustration, the buyer for this specific round is interested in financing, extended warranty, fast delivery and air miles. She is not as concerned about price, site popularity or product rating. The same buyer might try any number of preferences until she converges on (understands and accepts) her utility function.

FIG. 33



- This is an illustration of the simplest level, "decide for me". The buyer might be uncertain of her priorities. The service provides several assistants:
- 1) Do what I usually do, not necessarily what I say. Based on recent buying behavior, the buyer might believe that she is price conscious, but in fact is more sensitive to changes in financing or warranty. This button 'snaps' the settings to reflect her actual behavior.
- 2) Do what my peer group does. The service has a filter to "snap" the buyer's settings to the median of her peer group. The definition of a peer group could be macro (large-number population) or specific, e.g., people who live in one city, or people who pursue a combination of one sport (skiing) and are also single and also have graduated college.
- This framework for using system-set defaults is fully extensible. Underlying each level is an algorithm, which can be simple (linear) to complex (quadratic, or even based on a linear optimization model). New algorithms for setting user defaults can be introduced at any time.

FIG. 34



- This is an illustration of the "advanced" setting. "Look" is an extensible framework. It delimits the search in any number of interesting ways. For example, the buyer can decide how broadly she wants to look for sellers. If the buyer intends to visit a real store to see the product before purchase, she can ask for "local" only, or within X miles; or by state or region; or worldwide.
- Other choices for constrained searches are also possible. For illustration: (1)only my "favorite" merchants; (2) only products that are rated by Consumer's reports; etc. The easiest choices are within a few miles of home (80% of all purchases). The "USA" option can be aware of shipping costs and set to take advantage of no sales taxes in certain states. Or, the buyer can constrain the search to only those products reviewed by an expert (e.g., a leading magazine, an authoritative person, a peer group evaluation). Or, the buyer can constrain the search to certain product characteristics, e.g., a price range.
- Further the buyer can ask for product suggestions and alternatives. This presents significant upsell opportunities to sellers. The service is different than price comparison services because it diminishes the emphasis on direct price competition. Instead, it focuses the dialogue between buyer and seller on the qualitative aspects of the transaction.

FIG. 35

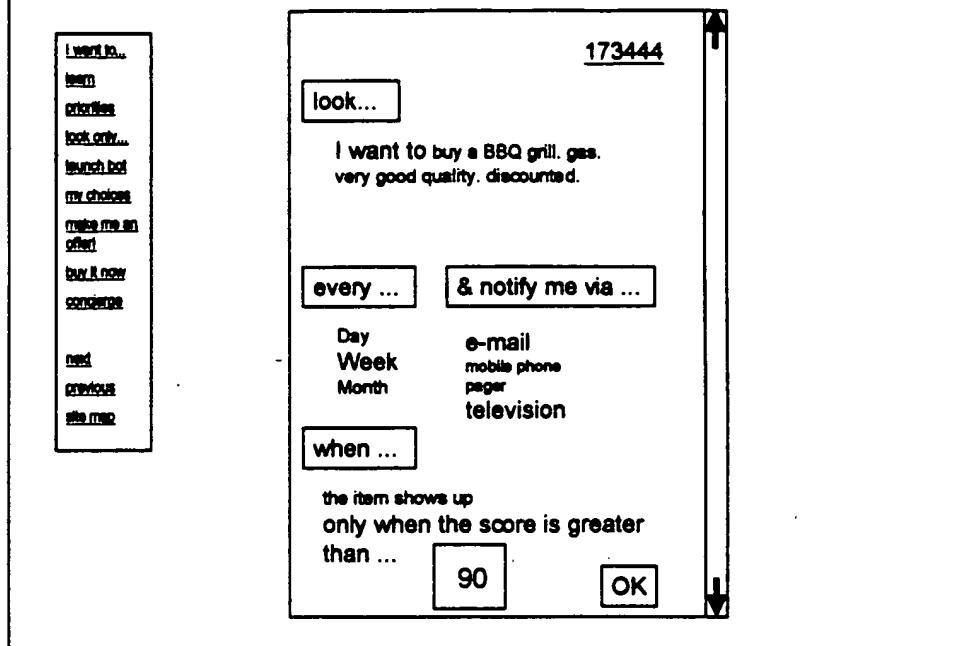
<input type="checkbox"/> <a href="#">I want to...</a> <input type="checkbox"/> <a href="#">new</a> <input type="checkbox"/> <a href="#">old/less</a> <input type="checkbox"/> <a href="#">look only...</a> <input type="checkbox"/> <a href="#">search best</a> <input type="checkbox"/> <a href="#">my choices</a> <input type="checkbox"/> <a href="#">make me an offer!</a> <input type="checkbox"/> <a href="#">buy it now</a> <input type="checkbox"/> <a href="#">conference</a>  <input type="checkbox"/> <a href="#">next</a> <input type="checkbox"/> <a href="#">previous</a> <input type="checkbox"/> <a href="#">the map</a>	<p><b>e-merchant quality look ...</b></p> <p>✓ Only for sellers accredited by Bizrate.</p> <p>Only for sellers that I've bought from in the past</p> <p>✓ Only sellers that have a return policy.</p> <p>Only sellers that guarantee shipment within one day.</p> <p>✓ Only sellers that offer air miles.</p>	<p><b>where can i see it ... ?</b></p> <p><a href="#">nearest store</a>  <a href="#">(name, address, phone, map)</a></p>
<input type="button" value="normal"/> <input type="button" value="advanced"/>		

- This is a continuation of the "advanced" setting.
- In addition to product quality, the buyer can also constrain or limit searches based on e-merchant quality. For illustration: (1) only sellers that are familiar to the buyer; (2) only sellers rated by an independent rating service; (3) only sellers with certain performance guarantees, e.g., delivery time; or (4) only sellers that offer certain bonuses, e.g., air miles.
- Other buyer requirements will emerge over time. One illustration of a potentially popular element for product purchases is "where can I see it ... ?" In this illustration, the buyer can ask for the name of the nearest store (e.g., identified by the manufacturer's database), and directory information (address, phone), and a map with driving directions (e.g., MapQuest).
- This framework of constrained search is fully extensible. As the number of e-sellers multiplies - possibly by 100X per category in the next 10 years - constraining search in a meaningful and relevant fashion will become ever more important. As new dimensions of constrained search become important (e.g., security and privacy considerations, trusted third party issues, availability of video demos etc.), such constraints can be added to this framework.

FIG. 36

U500

automated "i want" launch bot



- The buyer can create an automated "i want" bot that launches itself at a designated time period, e.g., every Tuesday, once a month, one week before a birthday or anniversary date. The bot also receives notification instructions when it receives an offer that passes certain criteria, e.g., total score of 90+.
- The notification preferences are expandable as new forms of intelligent devices connect to the web.
- The preference data can be kept in the Concierge and can be changed at any time.
- The service can support an unlimited number of automated bots on behalf of the buyer. It is possible to arrange the technology whereby the bots can work independently or they can work in a coordinated fashion, e.g., assembling a complex vacation package that includes a hotel, airfare, car rental, trip insurance etc.
- A "chat" button can also be added. This button can launch a variety of chat services, either resident inside iwanto.com or at the seller's site. The simplest form is a 1:1 text and/or voice chat with the seller's sales representative. Other varieties include text and/or voice chat with anybody who happens to be interested in BBQs at that moment (a synthetic group). Or an expert (consultant, adviser, guide). Or a user group. Text chat is now being augmented with voice chat. Video chat can also be integrated into the framework.
- This framework of creating, launching and managing a buyer's bot is fully extensible.

FIG. 37

U600

"my choices" result

sort by price

Round 173444

<p>I want to... item priorities look only... search bot my choices make me an offer buy it now concourse next previous site map</p>	<p>1. <a href="#">bbq.com</a></p> <p>chat</p> <p>Closesouts, over-stocks, many items from around the world</p> <p>Weber Genesis 1000 Many extras. Fully loaded. Needs some assembly.</p> <p>\$254 MSRP \$319</p> <p>product thumbnail</p> <p>12 day delivery \$30 S&amp;H No financing 90 day Warranty buy 2, 30% off</p>			
	<p>2. <a href="#">e-home.com</a></p> <p>chat</p> <p>We stock 4,800 models for men &amp; women from 120 companies ....</p> <p>Ducane 1504SHLPE Full featured BBQ.</p> <p>\$454 MSRP \$884</p> <p>product thumbnail</p> <p>5 day delivery \$40 S&amp;H pay in 6 installments 12.5% interest 1 yr.. warranty</p>			
	<p>3. <a href="#">backyard.com</a></p> <p>chat</p> <p>The largest wholesaler of toys. We specialize in imports from ...</p> <p>Sunbeam Grillmaster HG850C Everything included for grilling and roasting, fish, chicken, steaks.</p> <p>\$388 MSRP \$824</p> <p>product thumbnail</p> <p>3 day delivery \$58 S&amp;H pay in 3 installments 12% interest 2 year warranty</p>			

adjust myPriorities

make a recommendation

make me an offer!

With the "my choices" tool, the buyer can search for products and services based on their specific needs and priorities.

- When the buyer touches the "go" button, the natural language inquiry ("I want to...") coupled with the decision criteria (my priorities) are launched against a database of e-merchant goods and services. This database can be either pre-compiled; or compiled on the fly; or a combination of the two.
- The search bot assembles all the high-relevance offers in a consistent manner, corresponding as closely as possible to the standard decision criteria as seen in the myPriority tool. The offers can be sorted by any arbitrary field, such as name of seller, asking price, or any of the priorities. In this illustration, the buyer sorted by posted prices. bbq.com sorted into the #1 position.
- It is expected that many sources of data can be aggregated into the "my choices" reporting framework. It is therefore fully extensible, adding new features and functionality supported by third party providers of relevant market data that can be integrated into "my choices".
- The buyer can delimit the results that are displayed by top 100 (or any number); highest score from the recommended; or by any of the criteria, such as delivery time or warranty.
- The "my choices" answers are all pre-adjustment. They are exactly as would be found on the seller's web-sites by any buyer or seller. The answers can be pre-filtered to remove offers which are clearly not going to be relevant or are purposefully misleading. This pre-filtering uses the "my priorities" criteria module.
- The buyer can also launch the "make a recommendation" function. The recommendation engine uses the "my priorities" weights and analyzes all the data in "my choices".

FIG. 38

<p>I want to...</p> <p>new priorities look only...</p> <p>search bid</p> <p>my choices make me an offer! buy it now converge</p> <p>new previous show me</p>	<p>chat</p> <p>chat</p> <p>chat</p>	<p>1. <a href="#">e-home.com</a></p> <p>We stock 4,800 models for men &amp; women from 120 companies ...</p>	<p>Ducane 1504SHLPE Full featured BBQ.</p> <p>\$454 MSRP \$684</p>	<p>5 day delivery \$40 S&amp;H pay in 6 installments 12.6% interest 1 yr. warranty</p> <p>91</p>
		<p>2. <a href="#">bbq.com</a></p> <p>Closeouts, over-stocks, many items from around the world</p>	<p>Weber Genesis 1000 Many extras. Fully loaded. Needs some assembly.</p> <p>\$254 MSRP \$319</p>	<p>12 day delivery \$30 S&amp;H No financing 90 day Warranty buy 2, 30% off</p> <p>84</p>
		<p>3. <a href="#">backyard.com</a></p> <p>The largest wholesaler of toys. We specialize in imports from ...</p>	<p>Sunbeam Grillmaster HG850C Everything included for grilling and roasting, fish, chicken, steaks.</p> <p>\$388 MSRP \$624</p>	<p>3 day delivery \$50 S&amp;H pay in 3 installments 0% interest 2 year warranty</p> <p>76</p>
		<p>adjust myPriorities</p>		<p>make me an offer!</p>

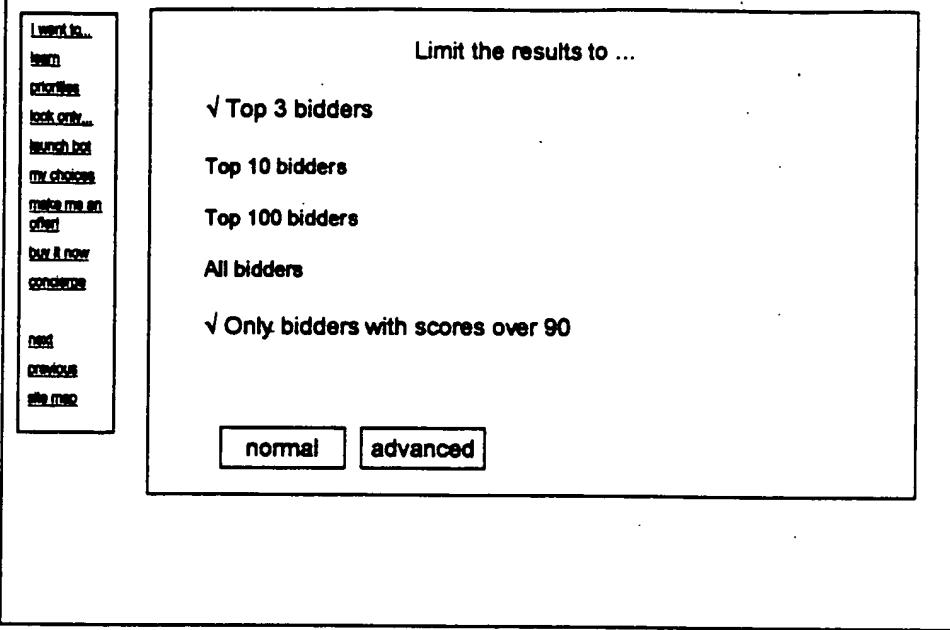
- A summary "value score" can be displayed that summarizes relevancy. The value score is created by an algorithm that weights the buyer's utility function in a unique manner (via policy) and matches it against the market choices. The score serves as a recommendation. In this illustration, the sellers' offers are rank-ordered by Score and displayed in sequence. Notice that the fictitious company "e-home" seems to be the most relevant and delivers the highest value.
- The resulting recommendation can include side-by-side comparisons of features. In this illustration, the Recommender gave e-home the #1 position, with a value score of 91. Note that the bbq.com offer (lowest price in "my choices") dropped from #1 into the #2 position.
- An exclusion filter can also be applied to the database. The exclusion filter removes all offers which are non-qualifying for any number of reasons, some decided by the buyer, some decided by the "my choices" server. For illustration, a buyer may have had a bad experience with a vendor, or a rating service may have given an e-merchant a bad rating; or the e-merchant is known to be using misleading information in their offers.
- The buyer has an option - as she does on almost all screens - to cycle back to the beginning and re-order her priorities, run the "my choices" again, and see if the resulting evaluation and recommendation has changed in an interesting manner. In this manner, the buyer is simulating her utility function - trying out different combinations that intuitively match her mental image of what is important to her. In the beginning, gross adjustments of her priorities may produce gross changes in the value score. As she converges on her priorities, the adjustments are expected to become finer and the value score becomes stable.
- Experienced buyers (within a particular category - not necessarily across all categories) could go straight from an "iwanto" to an auction and bypass this step altogether.
- This framework for evaluation and recommendation is fully extensible. Additional evaluation criteria could be imposed from external sources. Multiple services can offer recommendations based on the same set of data. All of these features can be integrated into this framework.

FIG. 39

The image shows a web page with a sidebar on the left and a main content area on the right. The sidebar contains a vertical list of links: 'Logout', 'item', 'profile', 'look entry', 'search box', 'my choices', 'make me an offer', 'buy it now', 'concourse', 'new', 'previous', and 'site map'. The main content area has a heading 'Hello. You only do this once, ever.' followed by two text input fields: 'My name is' and 'My secret password is'. Below these fields is the text 'That's it. Have fun!'. At the bottom of the main area are two buttons: 'normal' and 'advanced', and a large button labeled 'make me an offer!'.

- When the buyer first comes to "iwanto.com", she is welcomed to the service. When she is ready to ask for her first "make me an offer!", she is asked to fill out a simple registration, which is immediately confirmed by return email. There is no need to fill out her personal profile until she makes her first purchase.
- As new standards emerge of automating the registration process, this declaration might simplify down to just one input - a statement that says "join" or "register". Everything else would be supplied by the locally resident (i.e. browser-based, on the user's computer) or server-based (i.e. remote) database. Numerous standards are supported by the service, including but not limited to Open Profiling Standard (OPS), E-Commerce Markup Language (ECML), Platform for Privacy (P3P), Microsoft Passport, and ancillary services such as TrustE. For buyers who use such functionality, a single button push can upload all the data into the registration process – including the user's name and preferred (default) password.

FIG. 40



- Throughout the system, a buyer can specify her level of expertise (e.g., beginner, normal, advanced). Each delineation of expertise reveals or hides functionality.
- In this illustration, the buyer can ask to see all the results, or just a subset. She can delimit the search by total score (only scores over 90). For beginners, the limits can be set by the system as a default.
- As with the "look only" functionality before, this is a fully extensible framework. New delimiters can be introduced at any time.

FIG. 41

U900

## "adjusted offers" auction result

0:59

These adjusted offers are "best and final". All adjusted offers expire in 48 hours - Wednesday November 25th, 10:30pm EST

Round 173444

original offers		adjusted offers	
1. <a href="#">backyard.com</a>	<p><b>Sunbeam Grillmaster HQ650C</b> Everything included for grilling and roasting, fish, chicken, steaks.</p> <p><b>\$388</b> MSRP \$424</p>	<p><b>3 day delivery</b> \$58 S&amp;H pay in 6 installments 12% interest 2 year warranty</p> <p><b>\$395</b> 3 day delivery \$58 S&amp;H pay in 6 installments no interest till 1/2000 2 year warranty • triple air miles</p>	<p><b>buy me!</b></p> <p><b>talk to a rep</b></p> <p><b>96</b></p>
2. <a href="#">bbq.com</a>	<p><b>Weber Genesis 1000</b> Many extras. Fully loaded. Needs some assembly.</p> <p><b>\$254</b> MSRP \$319</p>	<p><b>12 day delivery</b> \$30 S&amp;H No financing 90 day Warranty buy 2, 30% off</p> <p><b>\$264</b> 3 day delivery \$40 S&amp;H pay in 6 installments 12.5% interest 2 year warranty</p>	<p><b>buy me!</b></p> <p><b>talk to a rep</b></p> <p><b>90</b></p>
3. <a href="#">e-home.com</a>	<p><b>Ducane 1504SH-LPE</b> Full featured BBQ.</p> <p><b>\$454</b> MSRP \$684</p>	<p><b>5 day delivery</b> \$40 S&amp;H pay in 6 installments 12.5% interest 1 yr. warranty</p> <p><b>\$395</b> 3 day delivery \$40 S&amp;H No financing 120 day warranty Buy 2, 30% off</p>	<p><b>buy me!</b></p> <p><b>talk to a rep</b></p> <p><b>87</b></p>

[adjust my priorities](#)[show me why](#)

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- The "make me an offer!" button triggers an auction. The buyer sees a seller's clock - the amount of time that a Round is held open for sellers to make adjustments. The service sets the clock for any interval, depending on the nature of the product or service being offered. The buyer is also given a certain amount of time to decide. The service (or in some cases, the sellers) can specify how long their adjusted offers will be valid depending on the product or service being offered. There can be various limits imposed on each Round by the service, e.g., the length of the period, how many times the buyer might want to launch, etc.
- In reality, the entire auction is taking place inside the iWantTo.com servers. During the auction adjustment period (or Round), the buyer does nothing. The sellers' offers begin to adjust. Each adjusted offer element can be highlighted or animated. The sellers' offers can be submitted as one-time bids. They can be sealed to other sellers until they are all exposed at one time at the end of a round, painted onto the screen to create an entertaining effect.
- At the end of the bidding period, all offers are marked "best and final", whether they were adjusted (via affiliates) or not. During the offer adjustment period, the display shows the top offers, scored and rated. The buyer has the option of either moving to the next stage (a transaction), or re-setting her decision criteria (priorities) and launching another round of adjustments. In this illustration, based on the adjusted offers, [backyard.com](#) won the deal with a value score of 96.
- The "show me why" button leads to U1100, showing the buyer why a seller was recommended.
- The "talk to a rep" button enables the buyer to touch the screen and immediately be connected to a human sales representative. This allows the seller to close or upsell the buyer. The function is provided by the seller or by the seller's telemarketing agent. As human representatives are expensive, in this embodiment this functionality is optional- note that one of the sellers, [bbq.com](#), does not support it.

FIG. 42

**Round 173444**

I want to...	original offers	adjusted offers	
<a href="#">team</a> <a href="#">priorities</a> <a href="#">look only...</a> <a href="#">lunch box</a> <a href="#">my choices</a> <a href="#">make me an offer!</a> <a href="#">buy it now</a> <a href="#">condiment</a>  <a href="#">next</a> <a href="#">previous</a> <a href="#">site map</a>	<p><b>25. patioworld.com</b></p> <p><u><a href="#">Sunbeam Grillmaster HG650C</a></u>          Everything included for grilling and roasting, fish, chicken, steaks.</p>	<p>3 day delivery          \$56 S&amp;H          pay in 3 installments          12% interest          2 year warranty</p> <p><b>\$388</b>          MSRP \$824</p>	<p><b>buy me!</b></p> <p><b>\$388. Premium package option - only \$36 (SRP \$72)</b></p> <ul style="list-style-type: none"> <li>1 day delivery no extra charge</li> <li>3.9% interest</li> <li>no payments until 02/00</li> <li>48 month extended warranty</li> </ul> <p>90</p>

- The buyer's auction is most appealing when there are a large number of adjusted offers and when the buyer always gets something exceptional out of the experience. The buyer's experience is most satisfying when the buyer is assured of receiving something of value when she participates. iWanto.com already guarantees that the buyer receives value in market intelligence (e.g., Consumer Reports, research) and in "my choices" (all the posted offers). iWanto.com can further guarantee that the buyer receives a unique improvement over posted offers, in the form of iWanto-sponsored offers attached to posted offers.
- iWanto.com can guarantee that most or all offers will be adjusted by bundling several "premium" ancillary services into each offer: a) low interest and long no-payment period financing; (b) faster delivery methods for the same price; (c) longer extended warranty period for the same price; etc. These ancillary services can be purchased from competitive suppliers and private -labeled by iWanto.com. With sufficient scale and buying power, iWanto.com can purchase these ancillary services at near "most favored nation" cost, and provide them to the buyer at near-cost (or conceivably as a loss-leader). The net effect is that every offer - whether provided by an affiliate or not - can appear to the buyer to be an adjusted offer. The seller's posted offer remains unchanged, and a low cost "premium package" is added to the offer. Posted offers can thus become adjusted offers.
- In this illustration, patioWorld.com is not an affiliated player and therefore does not have a bot making adjusted offers. iWanto.com has therefore supplied a 'Premium Package' including delivery, financing and warranty. The manufacturer's suggested retail price (MSRP) of the premium package is twice the price being offered. The offer is attached to the product as if patioWorld.com were making an adjusted offer. From the buyer's point of view, the single "I want" generated hundreds of adjusted offers in the auction.
- If an unaffiliated seller wins a round, iWanto.com can make an ad-hoc arrangement to collect the 2.5% success fee or offer the first customer as a bonus for affiliating.

FIG. 43

U1000

"buy it now" transaction

Round 173444

I want to... item orderlines look only... search bid my choices make me an offer buy it now concierge  next previous site map	To review your profile, touch ...  <div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="border: 1px solid black; padding: 5px; text-align: center;">           billing information         </div> <div style="border: 1px solid black; padding: 5px; text-align: center;">           shipping information         </div> <div style="border: 1px solid black; padding: 5px; text-align: center;">           it's ok         </div> <div style="border: 1px solid black; padding: 5px; text-align: center;">           it's ok         </div> </div> Extras: gift wrap? notify when shipped? <div style="display: flex; justify-content: space-around; align-items: flex-end;"> <div style="text-align: center;">           no            yes         </div> <div style="border: 1px solid black; padding: 5px; text-align: center;">           put in my shopping cart         </div> <div style="border: 1px solid black; padding: 5px; text-align: center;">           buy it now!         </div> </div>	<b>Product</b> <b>Seller</b>  <b>Sunbeam</b> <b>Grillmaster</b> <b>backyard.com</b>  Price \$385 Delivery 3 days S&H \$58 Financing pay in 6 installments no interest till 1/00 12.8% interest  Extended warranty 2 years Air miles triple
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Done. All the purchase information has been entered into your Archive. Thank you!

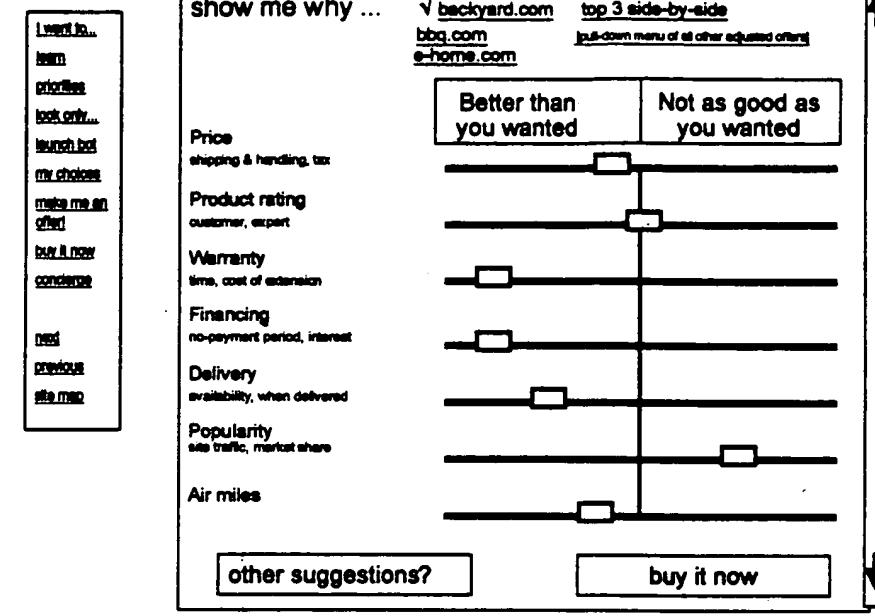
- If this is the buyer's first transaction, she is asked to fill out her personal profile. In the preferred implementation, the buyer is already using one of the profiling utilities and can populate all of the required information with one touch of a button. In subsequent transactions, this information is stored for her convenience in the form of a "concierge". She can review and change it at any time.
- The service automatically populates all the necessary information, including the winning offer data. The buyer can edit anything inaccurate in her personal profile. The "buy it now!" button completes the transaction.
- iwanto.com verifies the billing and shipping data and forwards it to the seller for fulfilment. The seller can issue a tracking number, which is put into the buyer's archive.
- The buyer has a choice of consummating a transaction, or "passing". If the buyer wants to consummate a transaction, she can either do so in situ (within the service site), or exit the service site and go directly to the seller she chooses.
- If the buyer stays within the service site, she is presented with a universal shopping cart. Global personal data can negate the need for multiple registrations and data entry (e.g., credit card, address). All the features available for making the shopping experience simple are deployed here. As an extensible framework of transaction fulfilment, new features and functionality for consummating a transaction can be introduced at any time.
- iwanto.com executes the credit card transaction through the normal bank networks; gives buyer and seller the clearance number; and enters the data into the buyer's archive. The relevant data are passed to the seller in a secure transaction; electronic funds transfer follows. This back-end (discussed further in the seller's section) uses the best practices of business-to-business (B2B) software and services.

FIG. 44

U1100

"show me why"

Round 173444



- A buyer might be interested in understanding how a product or service was rated by the recommendation engine. By touching a "show me why" button, the buyer sees the underlying detail.
- The illustration above is one of many ways that the service can display analytic data to the buyer. The data are displayed in easy-to-understand fashion. The buyer's priorities are shown with the actual offer superimposed. The scale can become "better than you wanted" to "not as good as you wanted".
- The buyer can analyze any of the final adjusted offers. In this embodiment, the top three choices can be compared side-by-side (not shown).
- In this illustration, backyard.com did an excellent job responding to the buyer's priorities - especially in financing, warranty and air miles. The price goal was not met, but this seller won the deal. In other words, the buyer was upsold.

FIG. 45

want to...  
 sell  
 priorities  
 look only...  
 launch bot  
 my choices  
 make me an  
 offer!  
 buy it now  
 concierge  
 need  
 previous  
 site map

### suggestions

#### 1. [backyard.com](#)

Imperial built-in BBQ. All stainless inside and out. Can be built into a stand-alone frame. \$1,995

#### 2. [bbq.com](#)

Tailgater grill. Perfect for taking to the ballpark. Propane gas tank. Can be hooked up to RVs. \$139

#### 3. [e-home.com](#)

Snowbird grill. For serious campers and backpackers. Lightweight aluminum, super-efficient burners. \$99

### other suggestions

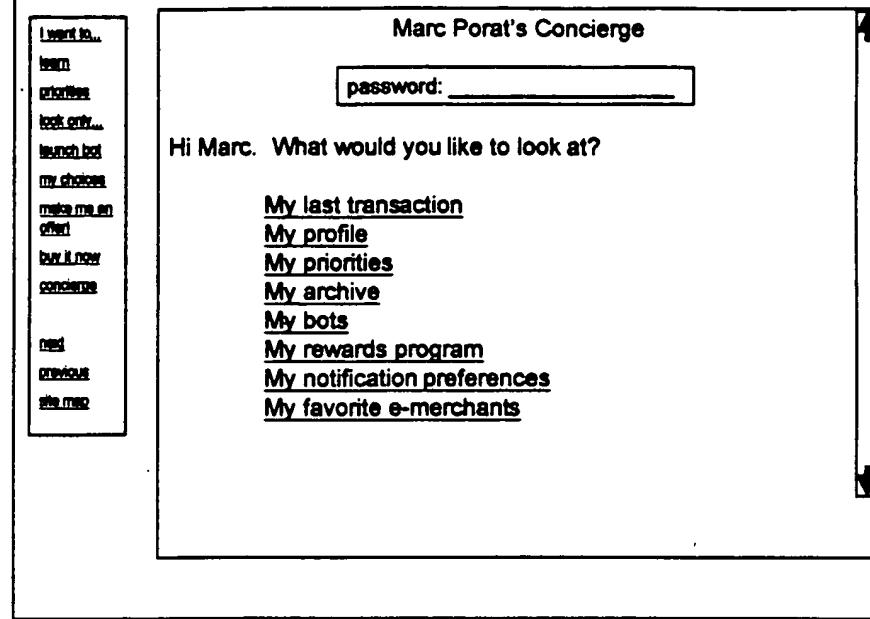
Excellent steak deals from Kansas Beef Company

Shinkansen BBQ tool set  
Now being auctioned on eBay

Recipes and more from Amazon.com.

- This page presents another opportunity for sellers to "upsell" the buyer by suggesting not only accessories but also substitution products and services, complementary products and services – various forms of upgrades to the basic "I want". While the buyer is in a highly motivated and educated state, this is the ideal time for a seller to suggest upgrades.
- The service also has the ability to add various information, e.g., a suggestion module showing other recommended goods and service suggested by the buyer's peer group, various merchant and/or product evaluation content sources used by the service in rendering a rating, etc.
- This framework is fully extensible into many varieties of third party services, including: text chat, voice chat, expert chat, expert consulting, audio (e.g., voice over IP) customer service connection, video business-to-consumer (B2C) connection (see it), and access to sellers' promotional material, such as literature, simulations, visualizations, FAQs, etc.
- Ancillary services. Buyers are most satisfied when a large number of sellers offer adjusted "best and final" offers. The iwanto.com service can guarantee that a large number of adjusted offers result from every buyer's auction, whether the e-sellers are affiliated or not, by becoming a private label discount supplier of ancillary services such as: a) longer extended warranty; (b) lower interest and longer no-payment financing; (c) faster method delivery. These support services are ancillary to iwanto.com's core business model. With sufficient aggregated demand (via bulk purchase combined with purchasing power), iwanto.com can expect to procure ancillary services at near "most favored nation" rates - those given to the supplier's best customers - and pass those along to the buyer at near zero profit, and in some cases as a loss leader. As the iwanto.com services scales, it can begin to aggregate demand and make affiliation deals that enable the service to offer upgrades for the same price by building in a discount factor (i.e. the same as a large retailer would exercise volume purchasing power, except in this case the demand is based on an annualized flow of demand). In practice, the buyer's request, "make me an offer!", will result in a large number of offers - some will actually be adjusted by the seller's bot; others will be bundled offers that include iwanto.com's private label ancillary services.

FIG. 46



- The service maintains a record of all the "I want to" inquiries and the outcomes of the auctions. This automatically generated personal database - the Concierge - has multiple uses for the buyer, the seller and the system itself. The Concierge covers all relevant functions that are buyer-set, e.g., looking at her archive, profile, rewards program, bookmarks of favorite e-sellers etc. This data base is a valuable source of information to both buyers and sellers.
- The buyer's profile, priorities, archive, rewards program, notification preferences and favorite e-merchants all have economic value to sellers and can be auctioned to them in exchange for a consideration to the buyer (e.g., price rebates, price discounts, or loyalty program incentives). These elements can feed into the buyer's business rules for making offer adjustments.
- The buyer has a choice of providing personal data to the sellers. If she wishes complete privacy, none of her personal data will be forwarded with the request for an offer. Alternately, the buyer can receive various forms of credit for providing her personal data. One method is by awarding her frequent flyer points that can be redeemed at any major airline. She can implement that choice by using a simple UI element.
- The Concierge is also useful as a personal repository for many purposes, especially post-sale activities, e.g., returns, warranty claims, customer service, financing renewal (review of terms) etc.
- The Concierge is an extensible framework. As new applications become desirable, they can be implemented into the Concierge. A personal finance illustration might include a budgeting program, a bill presentation and electronic payment program, a tax program etc. The Concierge is also a logical place from which to create, launch and manage automated buyer's bots.

FIG. 47

[I want to...](#)  
[item](#)  
[priorities](#)  
[look only...](#)  
[search box](#)  
[my choices](#)  
[make me an offer](#)  
[buy it now](#)  
[concierge](#)  
  
[next](#)  
[previous](#)  
[site map](#)

**my archive - click for details**

1/1/99	Women's slacks, shape style ...	purchased	\$450	shipped 1/1/99
2/1/99	Mortgage refinancing	\$180,000 ...	-	
3/1/99	BBB in Vail ...	purchased	\$1,100	confirmed 3/1/99
4/1/99	Fragrance ...	purchased		back ordered
4/1/99	Epson printer supplies ...	purchased	\$29	shipped 4/1/99
5/4/99	Mexico cruise	-		
5/5/99	Books	purchased	\$14	shipped 5/5/99
5/5/99	CD	purchased	\$11	shipped 5/5/99
5/5/99	Books	purchased	\$38	back ordered
6/23/99	Flowers	purchased	\$58	shipped 6/23/99
7/21/99	Auto financing	-		

[more archive](#)

[print a report](#)

- The Archive is a record of all purchases. This is a useful database. The buyer can refer back for further information, reminders etc.
- The Archive contains data not only on consummated transactions but also on transactions not consummated. For illustration, the buyer may have come close to a decision and then stopped, wishing to cycle back, do more research and learning, change her priorities, and then re-enter the market. The Archive gives the buyer a snapshot of where she left the process, and can resume the buyer's auction without having to start from the beginning.
- In the case of subscriptions (e.g., magazines) and evergreen contracts (e.g., cable television), the concierge can remind the buyer or perform automatic functions, such as cancellation, renewal or suggestion of a rebid.

**FIG. 48**

Learn to...  
 how  
 archive  
 look only...  
 launch bid  
 my choices  
 make me an  
 offer  
 buy it now  
 conference  
 need  
 continuous  
 site map

**my rewards program - click for details**

Air miles awarded to date	78,500
Bonus air miles (promotions)	28,700
Total air miles available	107,200

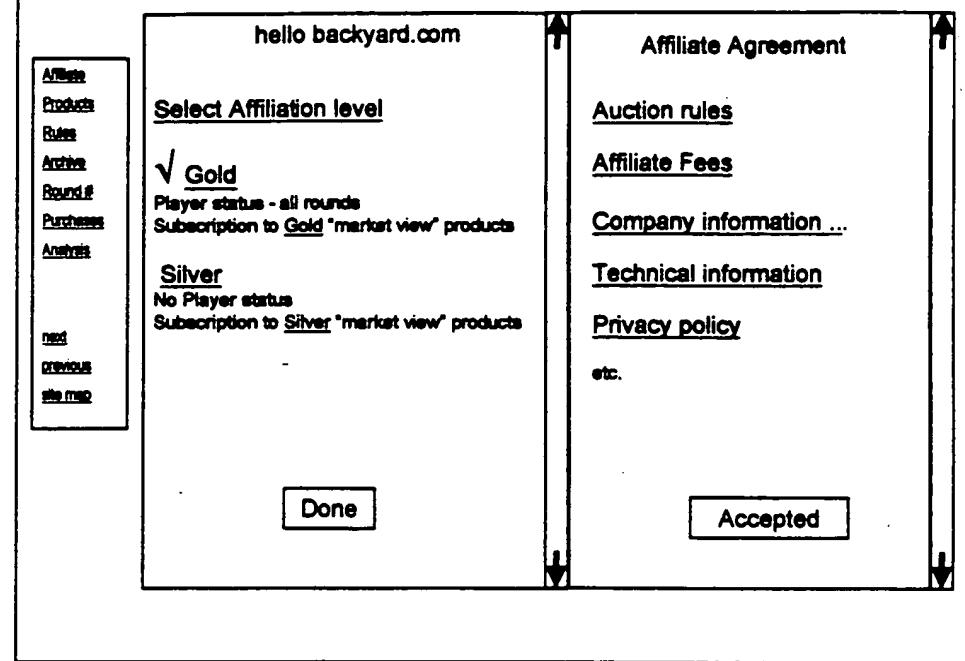
**100K miles Special Offer**  
**United Airlines**  
 trip for two to Maui  
 with car and hotel  
 for 5 nights!  
[Click for details](#)

**100K miles Special Offer**  
**American Airlines**  
 Beijing, Tokyo  
 10 days  
 round trip from San Francisco  
[Click for details](#)

[1998 archive](#) [print a report](#)

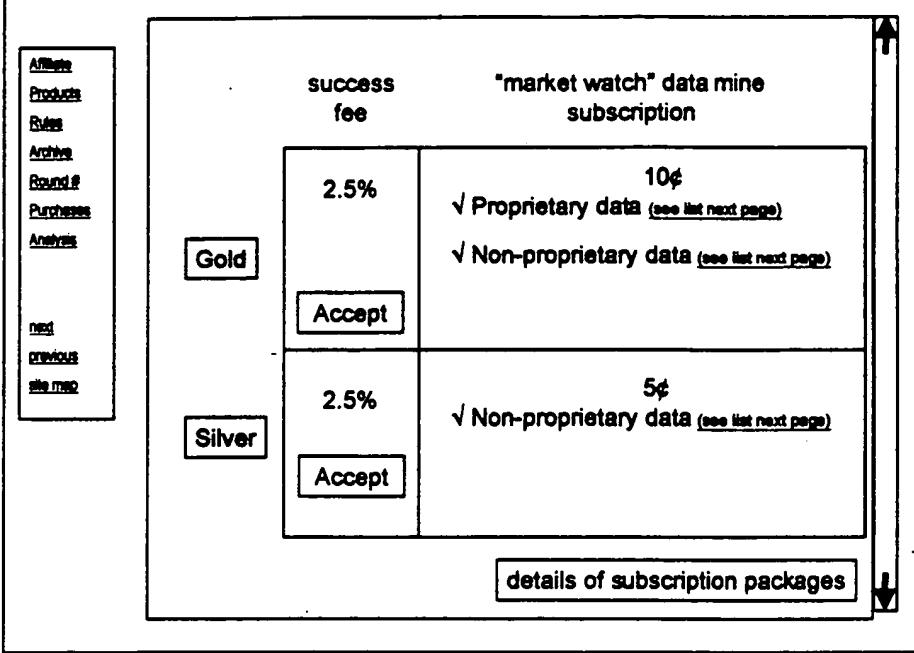
- iwanto.com supports a "my rewards" loyalty and related incentives programs, which can be in affiliation with an airline or credit card or incentives management entity. The points are earned in various ways: a) standard \$1 purchased = one point; b) bonus points provided by sellers for special promotions (sales) or in exchange for private information, e.g., profiles; c) bonus points provided by iwanto.com as a promotion, or in conjunction with an incentives program; or some combination, e.g., a joint promotion between iwanto.com and a vendor.
- The buyer can state an "i want" to use up her points, with requests for offers (RFOs) that are conceptually and technically the same as the basic invention. For illustration, the buyer might launch "i want to redeem 100,000 miles for airline travel to Hawaii or somewhere in the Far East." Such an RFO could elicit the bids shown above.
- The rewards program is an open-ended framework - it can use dollars, air miles, coupons or any other valuable consideration.

FIG. 49



- The Affiliation agreement is done on-line. The auction rules are explicit and agreed to by all players. The service needs: a) signed affiliation agreement; b) billing agreement; and c) cognizant officer (or proprietor)
- Affiliation can be implemented at several levels. For example, a simple embodiment can have two levels: (1) Gold - full affiliation status, i.e., the ability to make adjusted offers inside the auction plus access to proprietary data; and (2) Silver - subscription to non-proprietary data only. It is possible that affiliation levels below Gold will also be allowed to make adjusted offers. Alternately, only the top level (Gold) can be a "player" and make adjusted offers.
- The auction rules are a framework that enables the iwanto.com service to set explicit policies and processes for how the auction runs, and enables the service to change those rules from time to time - either globally (for all auctions), or for one specific auction (e.g., at a buyer's request for a customized set of auction parameters). Illustrations include the length of the auction period(s); the number of auction period(s) before all adjustments cease; whether offers are closed bid until the end of the period; the length of time that adjusted offers are required to stay binding on the seller and hence the length of time that the buyer has to accept an offer before it is extinguished; the ability for the seller to insert human intervention into the offer adjustment process; the possibility of a "tie" in a recommendation value score; whether each score in a subsequent period has to be equal to or greater than the previous value score or whether the score is allowed to float downward; etc. These auction rule agreements are binding on all sellers.
- The adherence to a privacy policy is part of the affiliation process. The iwanto service can implement a simple or complex set of processes behind this agreement. Some of the procedures can be internal to iwanto.com. Others can involve third party custodians of data or data integrity assurance, e.g., Price Waterhouse Coopers, TrustE, etc.
- The standard navigation bar (vertical, left element) includes short-cuts for the seller.
- In this illustration, the seller selected "gold" affiliate level, entitling him to participate in all the rounds and to receive the full suite of "market watch" information products. By touching "Affiliate fees", the seller is taken directly to U2100.

FIG. 50



- The fee structure is part of the Affiliation agreement. In this illustration, all sellers pay a success fee of 2.5% of the final product price if they win the bid. Gold affiliates have the right but not the obligation to make adjusted offers. Silver affiliates cannot make adjusted offers. In alternative implementations, all sellers might be able to make adjusted offers as long as they are affiliated and thereby pay a success fee. The service might also find it advantageous to set the success fee differently for different products or services, depending on their value; the range of these success fees could be from zero to any percentage agreed to by the sellers.
- In this illustration, Gold affiliates pay 10¢ per round and receive the entire suite of proprietary "market watch" information. This information contains both publicly available data plus proprietary data that gives details on who bid in the auction, what adjusted offers were made, who won, who lost, and why.
- In this illustration, Silver affiliates pay 5¢ per round to receive the non-proprietary subset of "market watch" information. This non-proprietary information is publicly available but can only be gathered with great effort by the seller. The value of the Silver subscription is instantaneous delivery of relevant information, packaged and aggregated.
- The information products can also be unbundled and priced separately.

FIG. 51

[Affiliates](#)  
[Products](#)  
[Rules](#)  
[Archive](#)  
[Round #](#)  
[Purchases](#)  
[Analytics](#)  
  
[next](#)  
[previous](#)  
[site map](#)

**Silver  
(non-proprietary)**  
buyer's "i want"  
buyer's "look" constraints  
buyer's anonymous profile  
buyer's lifetime value  
buyer's "priorities"  
"my choices" result  
Axiom or Engage data  
Consumer Reports data

**Gold  
(proprietary)**  
buyer's archive  
auction participants  
auction adjusted offers  
system recommendation  
auction result  
post-auction analysis

- The various proprietary and non-proprietary "market watch" information product subscriptions can be specified using this panel.
- Gold affiliates receive all the information products shown above (the superset). The proprietary information cannot be acquired anywhere else because it is a direct result of the auction process and only occurs within the iWanto.com site at the time of auction.
- Silver affiliates receive only the non-proprietary information products listed above. This is information that can be acquired by the seller from sources other than iWanto.com.
- By touching one of the information products, a seller is transported immediately to that information module, e.g., to the post-auction analysis.
- To price discriminate, the information bundles can be arbitrarily fine-grained and priced differently. The service can support many unique information bundles or packages.
- As shown above with the Axiom, Engage and Consumer Reports illustrations, the iWanto.com service can also act as a reseller of third party data sources.
- The inventory changes as the service adds new information products. This basic data mining aspect of iWanto is an important aspect of its business (revenue) model.

FIG. 52

Affiliate	max adjustment	match or beat
Products	10%	bbq.com e-home
Rules	5%	
Archive	10%	
Round #	20%	
Purchases	0%	
Analysis		
next		
previous		
all map		
global setting	for this round only	use auto-recommendation

- One of the first actions of a Gold (or offer-adjusting) affiliate is to set his business rules. Both affiliated and unaffiliated sellers' business rules are set to zero at the beginning. By giving all sellers a simple business rules template pre-set to zero, the iWanto service can incorporate all of them into the auction adjustment process without waiting for a positive (i.e. non zero) setting. In the degenerate case, the seller's posted offer will equal his adjusted offer, and both would be deemed "best and final" and so marked in the user interface. The seller can set his rules in numerous ways, including, without limitation: a) via a global setting - set once for all rounds, irrespective of the buyer's profile; b) for this round only - upon seller's analysis of the buyer and the market, or c) by using auto-recommendation - the iWanto recommender engine can supply a default set of business rules that will match or beat the competition and get the deal. Most sellers (small businesses) can set their business rules by using the template bot supplied by iWanto.com. The business rules template illustrated above presents a simple model to the seller. The simple business rules client will be posted in source code form on the web. Sellers can use and modify the code for free. Sophisticated sellers can drive this template using their own proprietary business rules model. Their confidential business information drives the rules, e.g., competitive data, current cost of capital, inventory levels etc. More sophisticated sellers can drive the iWanto.com template bot via their own proprietary business rules engines. The preferred embodiment accommodates external "drivers" of the many popular business rules engines, e.g., as provided by Oracle, Sybase, SAP, PeopleSoft etc. As the business-to-business (B2B) industry develops new business rule drivers, the iWanto.com platform can accommodate them via APIs supplied by the vendor. The seller can set his business rules numerically (as shown) or by attaching each parameter to a named competitor. This creates a dynamic where certain sellers become price leaders (setters) or terms-of-offer setters. It allows companies to compete with each other with pinpoint accuracy.

- The business rules template is a framework that is extensible. New categories of sellers' rules can be added to the template either by the iWanto.com service (open) or suggested by the seller. For the business rules template to have beneficial effect, there needs to be agreement between the seller, the buyer and the iWanto service about the template elements. Hence, to ensure consistency, the iWanto service can act as custodian of the business rules templates semantics, e.g., the meaning of the term "extended warranty" or "zero-payment period". As other entities - e.g., Ariba, Commerce One - create standards for business-to-business (B2B) commerce, iWanto.com can readily adapt them into this framework.

FIG. 53

[About](#)  
[Products](#)  
[Rules](#)  
[Archive](#)  
[Round #](#)  
[Purchase](#)  
[Analysis](#)  
  
[next](#)  
[previous](#)  
[site map](#)

### Rewards program points per \$

Standard:	1 point	(a)
✓ Bonus points	<u>3</u> points	(a)
✓ Bonus points for ID:	<u>2</u> points	(b)

(a) paid only by winning bidder  
 (b) paid for buyer's ID, losing bidders

- Sellers set up their loyalty program default policy. In most cases, buyers will expect a 1 point per \$1 offer from the winning bidder. In this illustration, the seller has made an offer to pay three points if he wins the deal - that information is fed into the evaluation and recommendation, and may have greater or lesser impact depending on the buyer's priorities. Sellers willing to give more bonus points are more likely to get the deal.
- The "bonus points for ID" is an inducement to the buyer to reveal her name and address before or after the transaction. Obviously the bidding seller who won will know the buyer's identity post-transaction so that the product can be shipped. However, the losing might find the buyer's identity extremely valuable, e.g., for 1:1 marketing and other solicitations.
- The buyer's identity has tangible market value. Whereas anonymous data (e.g., Acxiom) can be readily provided to the sellers, tying it to an actual name and address and email is a much more valuable proposition. This value belongs to the buyer - not to iwanto.com. If the buyer so wishes, her identity itself can be subject to a seller's auction. Here, iwanto.com can provide a powerful data mine for the seller. As the iwanto.com service is based entirely on "permission marketing", it is up to the buyer, in her discretion, whether she wishes to accept an inducement to reveal her identity to the sellers who bid but lost the round. In this illustration, the seller indicates that he is willing to pay 2 points per \$1 of value directly to the buyer - even if he lost the round.

FIG. 54

U3000

buyer's original "i want"

Round 173444

I want to ...

look ...

[Affiliate](#)  
[Products](#)  
[Pages](#)  
[Archive](#)  
[Round #](#)  
[Purchases](#)  
[Analysis](#)

[next](#)  
[previous](#)  
[site map](#)

buy a BBQ grill

local within \_\_\_\_ miles  
 USA only  
 Whole world

Priority

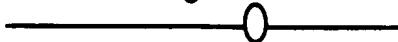
very important

not important

Total Price (shipping, handling, tax)



Evaluations (customer, expert)



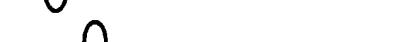
Warranty (&amp; extension)



Financing (no-payment period, interest)



Delivery (availability, speed)



Popularity (site traffic, market share)



Air miles



... and so on to show that the seller has full control over the data and can do whatever they want with it.

- All the information necessary to conduct an auction is inside the iwanto.com servers in the form of a database. However, if the seller wishes to see reports of what is going on in each round (in real time or historical archive), a report is generated. The illustration above shows that the seller sees the buyer's RFO (request for an offer); the "look" constrained search delimiters; and the buyer's utility function (priorities). The buyer's identity is not revealed - she is anonymous.
- The seller can manipulate the "my priorities" data using their own models of buyer behavior and market segmentation.

FIG. 55

[Affiliates](#)  
[Products](#)  
[Rules](#)  
[Archive](#)  
[Round #](#)  
[Purchases](#)  
[Analyses](#)  
  
[next](#)  
[previous](#)  
[site map](#)

**buyer value**  
  
 Last 90 days \$0  
 Last 180 days \$580  
 Last 1 year \$1,145  
 Last 3 years \$21,490  
 Lifetime value \$145,977

**anonymous profile**  
 gender F  
 age 35  
 marital married  
 income \$68K  
 home Condo  
 children 1  
 auto 98 Audi  
 credit rating AAA  
 education 18 yrs  
 zip code 04022  
 Tel. prefix 650-917  
 ISP AOL  
 credit card MC, Visa

**archive**  
[Women's skin, shape style ...](#)  
[Mortgage refi \\$180,000 ...](#)  
[BBB in Va ...](#)  
[Fragrance ...](#)  
[Epson printer supplies ...](#)  
[Mexico cruise](#)  
[Book](#)  
[CD](#)  
[Book](#)  
[Flowers](#)  
[Auto financing](#)

Legal notice: this strictly confidential information is provided by buyer exclusively for use in this market Round. Redistribution or other use is prohibited. Violation of the Affiliate agreement is punishable by a fine

- Depending on the type of affiliation and the buyer's permission, the seller can see the Buyer's anonymous profile and history. Other data provided to the Gold affiliate seller can include historical and future value of the customer; anonymous demographic data; and an archival history of "iWant" inquiries. This data mine should increase the seller's chances of winning the business with an optimal offer.

**FIG. 56**

Round 173444

Round 173444			
<a href="#">Artist</a> <a href="#">Products</a> <a href="#">Rules</a> <a href="#">Active</a> <a href="#">Round #</a> <a href="#">Purchases</a> <a href="#">Analysts</a>  <a href="#">next</a> <a href="#">previous</a> <a href="#">site map</a>	<p><b>1. <a href="#">bbq.com</a></b></p> <p><a href="#">chat</a></p> <p>Closeouts, over-stocks, many items from around the world</p> <p><b>2. <a href="#">e-home.com</a></b></p> <p><a href="#">chat</a></p> <p>We stock 4,800 models for men &amp; women from 120 companies ....</p> <p><b>3. <a href="#">backyard.com</a></b></p> <p><a href="#">chat</a></p> <p>The largest wholesaler of toys. We specialize in imports from ...</p>	<p>Weber Genesis 1000 Many extras. Fully loaded. Needs some assembly.</p> <p><b>\$254</b> MSRP \$319</p> <p>Ducane 1504SHLPE Full featured BBQ.</p> <p><b>\$454</b> MSRP \$684</p> <p>Sunbeam Grillmaster HG850C Everything included for grilling and roasting, fish, chicken, steaks.</p> <p><b>\$388</b> MSRP \$624</p>	<p>product thumbnail</p> <p>12 day delivery \$30 S&amp;H No financing 90 day Warranty buy 2, 30% off</p> <p>product thumbnail</p> <p>5 day delivery \$40 S&amp;H pay in 6 installments 12.5% interest 1 yr. warranty</p> <p>product thumbnail</p> <p>3 day delivery \$58 S&amp;H pay in 3 installments 12% interest 2 year warranty</p>

- The seller sees the result of "my choices". Here is a case where the seller can laboriously search the web for posted offers and discover the same information as presented above. The iwant.com service value add is to package the correct information at the right time (pre-auction) in the proper form (electronic) such that the seller's bot can take action on it and make an adjusted offer.

FIG. 57

U3403

### **'adjusted offer' auction results**

0:59

These adjusted offers are "best and final". All adjusted offers expire in 48 hours - Wednesday November 25th, 10:30pm EST

**Round 173444**

original offers		adjusted offers	
Affiliate			
Products			
Rules			
Archive			
Round #			
Purchases			
Analysts			
next			
PREVIOUS			
site map			
1. <a href="#">backyard.com</a>	<p><b>Sunbeam Grillmaster HG850C</b> Everything included for grilling and roasting, fish, chicken, steaks.</p> <p><b>\$388</b> MSRP \$424</p>	<p><b>3 day delivery</b> <b>\$58 S&amp;H</b> pay in 3 installments 12% interest 2 year warranty</p> <p><b>buy me!</b></p> <p><b>talk to a rep</b></p>	<p><b>\$395</b> <b>3 day delivery</b> <b>\$58 S&amp;H</b> <b>pay in 6 installments</b> <b>no interest till 1/2000</b> <b>2 year warranty</b> <b>• triple air miles</b></p> <p><b>96</b></p>
2. <a href="#">bbq.com</a>	<p><b>Weber Genesis 1000</b> Many extras. Fully-loaded. Needs some assembly.</p> <p><b>\$254</b> MSRP \$319</p>	<p><b>12 day delivery</b> <b>\$30 S&amp;H</b> No financing 90 day Warranty buy 2, 30% off</p> <p><b>buy me!</b></p>	<p><b>\$264</b> <b>3 day delivery</b> <b>\$40 S&amp;H</b> pay in 6 installments 12.8% interest 2 year warranty</p> <p><b>90</b></p>
3. <a href="#">e-home.com</a>	<p><b>Ducane 1504SH-LPE</b> Full featured BBQ.</p> <p><b>\$454</b> MSRP \$684</p>	<p><b>5 day delivery</b> <b>\$40 S&amp;H</b> pay in 6 installments 12.8% interest 1 yr. warranty</p> <p><b>buy me!</b></p> <p><b>talk to a rep</b></p>	<p><b>\$396</b> <b>3 day delivery</b> <b>\$40 S&amp;H</b> No financing 120 day warranty Buy 2, 30% off</p> <p><b>87</b></p>

FIG. 58

Round 173444

[About](#)  
[Products](#)  
[Rules](#)  
[Archive](#)  
[Round #](#)  
[Purchases](#)  
[Analytics](#)  
  
[next](#)  
[previous](#)  
[site map](#)

ship to:  
**customer #7,287,932**  
 unchanged  
  
billing information  
 unchanged  
  
shipping information  
 unchanged

Seller

**backyard.com**

Round	173444
Product	Sunbeam Grillmaster HG850C
Price	\$388
Delivery	3 days
S&H	\$58
Financing	pay in 6 installments no interest till 1/2000 12.8% interest
Extended warranty	2 years
Air miles	3X

purchased at 1425 PDT  
 funds transfer tonight

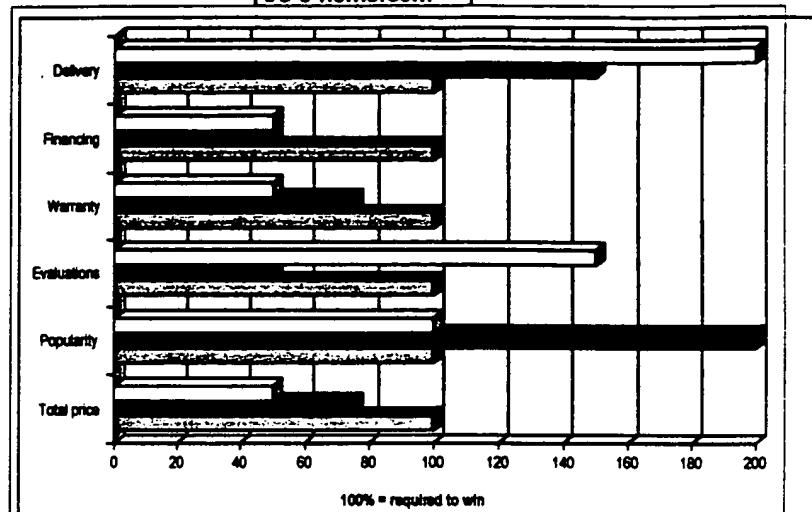
- the seller's affiliation agreement states whether the buyer can do the transaction in situ, or whether the buyer is required to come to the seller's site. The advantages to the buyer of staying in situ are: a) the buyer can stay within one unified environment without going through the resistance barrier of suddenly being in a different environment, with a different UI and additional hurdles such as a re-registration burden; b) the iwanto.com service can aggregate loyalty program points across a number of e-sellers; and c) all the data generated by the transaction are integrated into the concierge for archival uses without any additional effort by the buyer.
- The advantages to the buyer of going to the seller's site are: a) trust (e.g., if a strong brand like Amazon); b) familiarity; and c) integration into the seller's loyalty program.
- In this case, the buyer decided to stay inside iwanto.com service. She approved identifying her by name and address in exchange for air mile points. All the credit card transactions flow directly from iwanto.com's accounts via EFTS into backyard.com's account.

FIG. 59

#1 backyard.com  
 #2 bbq.com  
 #3 e-home.com

Round 173444 only  
 All rounds in this category  
 in the past 10 days

Affiliate  
 Products  
 Rules  
 Archive  
 Round #  
 Purchases  
 Analyses  
 next  
 previous  
 site map



- In this illustration, only Gold affiliates see this information. The seller sees exactly who won the Round, and why. Various formats can be used for reporting the results of an auction. The results can be reported on a single auction, or they can be aggregated for a set of auctions.
- The service can provide an analysis of each round, or summaries of a large number of rounds. These analytic tools and summaries help the seller analyze how to segment the market and win more rounds. They are constrained optimization problem solvers.
- In this illustration, the winner's offer - backyard.com -- is shown at 100%. By definition, this offer won the bid. The other sellers' offers (displayed according to the template with each term analyzed separately) reveals information about the bids. For illustration, e-home.com can conclude the following: its product had strong third party evaluation and excellent delivery; however the company fell short on warranty (too short), financing (not enough free period) and price (too expensive). The other losing bidder, bbq.com had a different experience. The site is extremely popular and has great delivery time. But it also underachieved on warranty and financing.
- This ex-post evaluation framework is extensible in many ways. The actual methods of analysis can be varied. Either iwanto.com or third party companies can create a side business offering analysis of auction results, and sell the analyses as a consulting or subscription service. Also, the reporting formats can vary from that illustrated above. Sophisticated sellers can simply buy the raw data and analyze it themselves.

FIG. 60